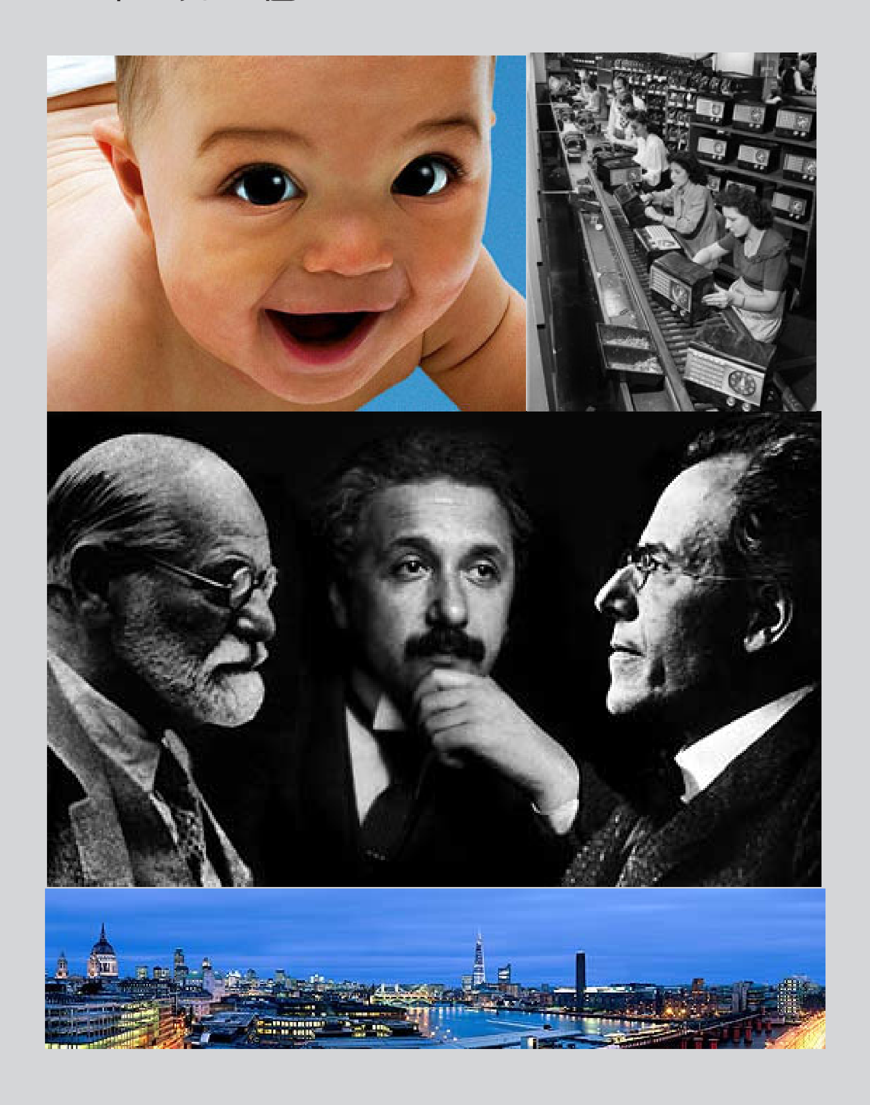
ECONOMIST CHINA ORGANISATION
经济学人杂志中文版

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中文版双周刊特刊 考研英语与北外高翻特别奉献
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2010年3月14日

谨以本刊献给Florachen（陈佳丽）
你永远和我们在一起！！！

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关于我们:
经济学人中文版论坛（ECO）从2006年5月初草创，不过短短1年的时间，迅速发展壮大。来自五湖四海的朋友聚集在一起，为了同一个梦想，走到今天。

如论坛的名称而言，经济学人中文版是我们努力奋斗的目标。虽然我们还年轻，不成熟；很业余，不专业。我们水平有限，也不是权威。So what? 因为我们年轻，所以我们有激情，有热情，有冲动；因为我们业余，所以我们会加倍的努力，做到最好，不输于他人。只要我们愿意，我们就能做到，也能做好！

我只是茫茫大众中的普通一员，本来也像绝大多数人一样，过着重复平庸的生活，没有目标，没有方向，只有惯性，跟着大伙走。因为一次偶然的选择，我来到北京，和几位热心的朋友开始了经济学人中文版计划。也许是巧合，也许是命运，也许是历史发展的偶然性落到了我的脑袋上。不管怎样，我既然走到了前台，就要担负起相应的责任，为各位志同道合的朋友搭建一个交流思想的平台。这可能只是我个人的一小步，但对社会、对国家，有着重要的意义。在当今物质社会，仍会有那么一批热血青年，不为金钱，不求回报，为传播思想、开启民智，做点力所能及的事。不要悲观，不要彷徨，我们的社会还是很有希望的，向前看，别抱怨，如果你真的热爱这片土地，来吧，欢迎你加入我们的队伍，咱们一起努力！

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47 2004年：Archbishop Major - Economist《经济学人》杂志，2003.08.04.

With the Anglican Communion on the verge of schism, can Rowan Williams learn anything from John Major?

圣公会分裂在即，罗万•威廉姆斯是否能从约翰•梅杰那里学到什么？

前言

众所周知，历年英语考研阅读、完形真题均是选自西方主流报刊，而且这些选择的报刊也相对集中的。有人做过一个简单的统计，从01年到09年考研真题中，前几名分别是《经济学人》（the Economist）8篇 新闻周刊（Newsweek）3篇 纽约时报（NY times） 2篇 时代周刊（Time）2篇。从中可以看出选自《经济学人》(The Economist) 的文章几乎是另外三本书的总和。而在刚刚结束的2010年考研（英语分为试卷一和试卷二）中，共有四篇文章来自于《经济学人》。与以往不同的是，今年考研的文章均是非常新的文章，2010年1月9日举行的考研的四篇《经济学人》全部选自2009年的文章，甚至有一篇还是2009年12月3日的。当然，对于考研具有导向性作用的北外高翻考题也经常有选自《经济学人》的文章。

这次我们经济学人中文网 (www.ecocn.org) 将2002年以来的历年考研和北外高翻选自经济学人的文章全文中英对照版本做成一个PDF，以供大家参考！水平所限，肯定存在问题，希望大家给予指正（如有问题可以登录我们论坛 www.ecocn.org/bbs）。

当然，看《经济学人》绝不仅仅只是为了考研或者学习英语。作为全球报刊杂志的旗舰，《经济学人》文章所提供的观点与视野也非一般刊物可以比拟，阅读这本刊物从中必可获益良多。



经济学人中文网

Questioning the Hawthorne effect
质疑"Hawtorne(霍桑)"效应

Light work 照明的作用

Jun 4th 2009 From The Economist print edition

Being watched may not affect behaviour, after all
总之，被盯着也许并不会影响人的行为



Working hard? It must be Monday
工作如此努力？这一定是星期一吧

WHEN America's National Research Council sent two engineers to supervise a series of industrial experiments at a large telephone-parts factory called the Hawthorne Plant near Chicago in 1924, it hoped they would learn how shop-floor lighting affected workers' productivity. Instead, the studies ended up giving their name to the "Hawthorne effect", the extremely influential idea that the very act of being experimented upon changes subjects' behaviour.

在 1924 年，当派出两名工程师到一个芝加哥附近的大型电话机部件生产厂商——Hawthorne 工厂——来指导一系列产业试验时，美国国家研究委员会（NRC）曾希望他们能够搞清楚工厂照明是如何对工人生产力产生影响的。这些研究以一个被他们命名为 "Hawthorne" 效应的结论结束，这个在当时十分具有影响力的结论告诉我们，仅仅是被实验就足以使实验客体的行为发生改变。

The idea arose because of the perplexing behaviour of the women who assembled relays and wound coils of wire in the Hawthorne plant. According to accounts of the experiments, their hourly output rose when lighting was increased, but also when it was dimmed. It did not matter what was done; so long as something was changed, productivity rose. An awareness that they were being experimented upon seemed to be enough to alter workers' behaviour by itself.

此结论是从那些组装继电器和盘绕电线圈的产业妇女令人疑惑的行为中得出的。根据实验的记录，无论是加强还是减少照明，她们的每小时产出都会提高。无论做了什么；只要产生了变化，工人们的生产力就会提高。其实人们应该注意到：仅仅是被他人实验本身似乎就足以改变工人的行为。

The data from the illumination experiments had never been rigorously analysed and were believed lost. But Steven Levitt and John List, two economists at the University of Chicago, discovered that the data had survived the decades in two archives in Milwaukee and Boston, and decided to subject them to econometric analysis. The Hawthorne experiments had another surprise in store for them. Contrary to the descriptions in the literature, they found no systematic evidence that levels of productivity in the factory rose whenever changes in lighting were implemented.

这些从照明实验中得到的数据从没经过严谨地分析，并且被认为已经遗失了。但是来自芝加哥大学的两位经济学家 Steven Levitt 和 John List 发现这些数据在密尔沃基和波士顿的两个档案馆中保存了几十年，于是他们决定重新以对其进行计量经济分析。在 "Hawthorne" 实验中还有别的 " 惊喜 " 等着他们。他们发现没有系统的证据来说明只要对光照施以改变，工厂的生产力水品就有所提高，这与该实验的论文相矛盾。

It turns out that idiosyncrasies in the way the experiments were conducted may have led to misleading interpretations of what happened. For example, lighting was always changed on a Sunday, when the plant was closed. When it reopened on Monday, output duly rose compared with Saturday, the last working day before the change, and continued to rise for the next couple of days. But a comparison with data for weeks when there was no experimentation showed that output always went



up on Mondays. Workers tended to beaver away for the first few days of the working week in any case, before hitting a plateau and then slackening off.

这说明也许是实验所采取的古怪方式造成了人们对所发生的事情得出了错误的结论。比如说，每周日工厂关闭时照明都会有变化。所以当星期一复工时，产出按时比光照改变前的最后一个工作日（上周六）来得高，并会持续上升一些日子。但是当对没有进行实验的周进行数据对比时，他们发现产出也经常在周一时上升。无论情况如何，工人们每周前几天努力工作，随后达到一个顶峰，接着松懈起来。

Another of the original observations was that output fell when the trials ceased, suggesting that the act of experimentation caused increased productivity. But experimentation stopped in the summer, and it turns out from the records of production after the experiments that output tended to fall in the summer anyway. Perhaps workers were just hot.

另一原始观测得出：每当实验一停止，产出就会减少，这被认为是所进行的实验造成了生产力的提高。但是实验是在夏天停止的，而实验结束后的关于生产的记录说明产出在夏天都会下降。也许（这只是）因为工人们太热了。

There is a suggestion in the data that productivity was more responsive to changes in artificial than natural light. This could be interpreted as a subtler version of the Hawthorne effect, if you believe that workers were aware that changes in artificial light were induced by the experimenters, whereas natural light was changing on its own. But even this evidence is weak. For something so influential and intuitively appealing, it turns out that the Hawthorne effect is remarkably hard to pin down.

实验数据反映，相比自然光，生产力的波动对人工照明更敏感。如果你相信工人们知道是实验者们在调整人工照明，而自然光是则是自发地改变，那么这种现象就可以被认为是 "Hawthorne" 效应的一个更微妙的版本。但是就算是这条证据也十分无力。作为一个如此具有影响力以及从直观上引人入胜的理论，"Hawthorne" 效应却显得异常难以证实。■ **(译者：bighumbug)**

Banks and accounting standards
银行与会计准则

Messenger, shot 通风报信者，枪毙

Apr 8th 2009 From The Economist print edition

Accounting rules are under attack. Standard-setters should defend them. Politicians and banks should back off

会计规则正在遭受攻击，标准制定者们应当捍卫它，政客与银行应当退开



IN PUBLIC, bankers have been blaming themselves for their troubles. Behind the scenes, they have been taking aim at someone else: the accounting standard-setters. Their rules, moan the banks, have forced them to report enormous losses, and it's just not fair. These rules say they must value some assets at the price a third party would pay, not the price managers and regulators would like them to fetch. Unfortunately, banks' lobbying now seems to be working. The details may be arcane, but the independence of standard-setters, essential to the proper functioning of capital markets, is being compromised. And, unless banks carry toxic assets at prices that attract buyers, reviving the banking system will be difficult.

台面上，银行家们将他们的麻烦归咎于自身；台面下，他们一直把目标对准他人：会计准则的制定者。银行业

抱怨会计规则迫使他们报告巨大损失，认为这些会计准则不公平。规则规定他们必须以第三方付出价格来评估部分资产的价值，而非按照银行管理者和监管者期望该资产能够获得的价格。不幸的是，银行的游说活动看来已显成效。其中细节可能无法获知，但是准则制定者在独立性方面——这正是资产市场正常运行的关键——已经做出妥协了。银行如果不以能够吸引买家的价格计量有毒资产，银行系统的复苏将会非常困难。

On April 2nd, after a bruising encounter with Congress, America's Financial Accounting Standards Board (FASB) rushed through rule changes. These gave banks more freedom to use models to value illiquid assets and more flexibility in recognising losses on long-term assets in their income statements. Bob Herz, the FASB's chairman, decried those who "impugn our motives". Yet bank shares rose and the changes enhance what one lobbying group politely calls "the use of judgment by management".

4 月 2 日，美国 FASB（财务会计准则委员会）在与国会激烈摩擦之后，匆匆通过了规则的修改。这些修改使得银行在使用模型评估非流动资方面用有更大的自由，同时使得它们确认收益表中长期资产损失时更为灵活。FASB 主席 Bob Herz（鲍伯 • 赫茨）对那些"怀疑我们的动机"的人们提出谴责。然而银行股价上涨了，这些修改也使得被一个游说团体漂亮地称为"管理层自由衡量"的现象更加明显。

European ministers instantly demanded that the International Accounting Standards Board (IASB) do likewise. The IASB says it does not want to be "piecemeal", but the pressure to fold when it completes its overhaul of rules later this year is strong. On April 1st Charlie McCreevy, a European commissioner, warned the IASB that it did "not live in a political vacuum" but "in the real world" and that Europe could yet develop different rules.

欧洲的部长们立刻要求国际会计准则委员会 (IASB) 也这么做。IASB 表示它不想变得"支离破碎"，但试图让它在今年下半年完成规则修订时屈服的压力十分巨大。4 月 1 日，欧盟委员会委员 Charlie McCreevy 警告 IASB 说：它不是"处在政治真空中"而是"在现实世界里"，并表示欧洲可能最终会发展出不同的会计规则。

It was banks that were on the wrong planet, with accounts that vastly overvalued assets. Today they argue that market prices overstate losses, because they largely reflect the temporary illiquidity of markets, not the likely extent of bad debts. The truth will not be known for years. But banks' shares trade below their book value, suggesting that investors are sceptical. And dead markets partly reflect the paralysis of banks which will not sell assets for fear of booking losses, yet are reluctant to buy all those supposed bargains.

是银行呆错了星球，它们的账目上充斥着估值过高的资产。现在他们认为市价高估了损失，因为市价主要反映了市场的暂时性流动性不足，而非坏账的可能范围。几年中没人会知道真相。但是，银行股票以低于账面价值的价格交易，这一点反应了投资者的怀疑。死寂的市场一定程度上反应了瘫痪的银行既不希望承受账面损失而出售资产，也不愿意去购买这些被认为是便宜货的资产。

To get the system working again, losses must be recognised and dealt with. Japan's procrastination prolonged its crisis. America's new plan to buy up toxic assets will not work unless banks mark assets to levels which buyers find attractive. Successful markets require independent and even combative standard-setters. The FASB and IASB have been exactly that, cleaning up rules on stock options and pensions, for example, against hostility from special interests. But by appeasing critics now they are inviting pressure to make more concessions.

为了让银行系统重新运转起来，损失必须被确认和处理。日本的拖延使得它的危机持续了更长时间。美国收购有毒资产的新计划只有在银行将资产定价在足够吸引买家的水平上才会有效。成熟的市场需要独立的，甚至是积极主动的标准制定者。FASB 和 IASB 以往正是这样对抗特殊利益集团的敌意的，例如改进股权和年金的相关规则。然而此次为了缓和危机，他们给自己带来了做出更多妥协的压力。



To reveal, but not to regulate
披露，而非监管

Standard-setters should defuse the argument by making clear that their job is not to regulate banks but to force them to reveal information. The banks, their capital-adequacy regulators and politicians seem to dream of a single, grown-up version of the truth, which enhances financial stability. Investors and accountants, however, think all valuations are subjective, doubt managers' motives and judge that market prices are the least-bad option. They are right. A bank's solvency is a matter of judgment for its regulators and for investors, not whatever a piece of paper signed by its auditors says it is. Accounts can inform that decision, but not make it.

标准制定者们应当通过表明他们的职责在于迫使银行披露信息而非监管他们来平息争论。银行，监管银行资本充与否的监管者们，以及政客们看来梦想着关于真实状况的一个统一，成熟的版本，这能够加强金融稳定。投资者与会计师们则认为所有估值都是主观的，他们怀疑管理者的动机，认为市价是最不坏的选择。后者是对的。一个银行的偿债能力取决于监管者和投资者的各自的判断，而非审计人员签字的一纸报告所能解决。会计报表能够通知这种判断，而不是做出判断。

Banks' regulators have to take responsibility. If they want to remove the mechanical link between drops in market prices and capital shortfalls at banks, they should take the accounts that standard-setters create for investors and adjust them when they calculate capital. They already do this to some degree. But the banks' campaign to change the rules is making inevitable a split between two sets of accounts, one for regulators and another for investors. The FASB and IASB can help regulators to create whatever balance-sheet they want. But in doing so they must not compromise their duty to investors.

银行监管者们必须承担起责任。如果他们想要切断市价下跌与银行资产不足间的联系，他们应当使用标准制定者为投资者设计的账目，计算资产时进行相应的调整。某种程度他们正在这样做。但是银行试图改变会计规则的行动正使得两种会计之间不可避免的产生了裂痕，一为监管者，一为投资者。FASB 和 IASB 可以帮助监管者设计出他们想要的任意的资产负债表。但银行这么做时不能在对投资者的负责上做出妥协。■ (译者：**whynot821)**

A special report on the art market
艺术品市场特别报道

Suspended animation 暂失生机

Nov 26th 2009 From The Economist print edition

The art market has suffered from the recession, but globalisation should help it recover, say Fiammetta Rocco (interviewed here) and Sarah Thornton
艺术品市场受经济衰退冲击严重，但全球化有助其复苏，Fiammetta Rocco和Sarah Thornton如是说



THE longest bull run in a century of art-market history ended on a dramatic note with a sale of 56 works by Damien Hirst, "Beautiful Inside My Head Forever", at Sotheby's in London on September 15th 2008 (see picture). All but two pieces sold, fetching more than £70m, a record for a sale by a single artist. It was a last hurrah. As the auctioneer called out bids, in New York one of the oldest banks on Wall Street, Lehman Brothers, filed for bankruptcy.

随着 2008 年 9 月 15 日在伦敦苏富比拍卖行举行的 " 我心中

的美丽永存 " 拍卖会上 Damien Hirst 的 56 件作品的出售，艺术品市场一个世纪以来的历史上最长的一次牛市期划上一个戏剧性的终结。除了两件作品其它都销售一空，创造了七千万美元的惊人销售业绩，也是单个艺术家来说一个销售的记录。那是最后一次狂欢。恰当拍卖商大声地喊出报价的时候，纽约华尔街的一家历史最为悠久的银行 —— 雷曼兄弟，申请破产。

The world art market had already been losing momentum for a while after rising vertiginously since 2003. At its peak in 2007 it was worth some $65 billion, reckons Clare McAndrew, founder of Arts Economics, a research firm—double the figure five years earlier. Since then it may have come down to $50 billion. But the market generates interest far beyond its size because it brings together great wealth, enormous egos, greed, passion and controversy in a way matched by few other industries.

世界的艺术品市场， 自从 2003 年以来， 急速攀升， 但现在失去发展势头，已有一段时间了。在 2007 年它最顶峰的时候它值大概 650 亿，Clare McAndrew 估计说， 他缔造了 " 艺术经济公司 "， 这是一个研究机构。这个数字（650 亿）是五年以前市值的两倍。从那时开始艺术市场的价值就开始下滑至 500 亿。这个市场获得的人们关注， 远远超过市场本身的范围。 因为， 这个市场能以鲜少别的行业可以匹敌的方式将巨大的财富、超强的自尊自负、贪婪和激情，还有各种争议通通汇聚在一起。

In the weeks and months that followed Mr Hirst's sale, spending of any sort became deeply unfashionable, especially in New York, where the bail-out of the banks coincided with the loss of thousands of jobs and the financial demise of many art-buying investors. In the art world that meant collectors stayed away from galleries and salerooms. Sales of contemporary art fell by two-thirds, and in the most overheated sector—for Chinese contemporary art—they were down by nearly 90% in the year to November 2008. Within weeks the world's two biggest auction houses, Sotheby's and Christie's, had to pay out nearly $200m in guarantees to clients who had placed works for sale with them.

在 Hirst 先生的拍卖之后的日子里，任何形式的花销都变得极不合潮流，特别在纽约，那里银行的保释碰巧遇上数以千计就业机会的丧失和许多艺术投资者的财经消亡。在艺术市场中这意味着收藏家远离了画廊和拍卖行。当代艺术的销售下降了三分之二，在最过热的中国当代艺术领域，在至 2008 年十一月的一年里它下降了接近百分之九十。数周之内世界上两个最大的拍卖行，Sotheby 和 Christie，要付出将近两亿美元的保证金给那些已经把货交给他们拍卖的顾客。

The current downturn in the art market is the worst since the Japanese stopped buying Impressionists at the end of 1989, a move that started the most serious contraction in the market since the second world war. This time experts reckon that prices are about 40% down on their peak on average, though some have been far more volatile. But Edward Dolman, Christie's chief executive, says: "I'm pretty confident we're at the bottom."

当前低迷的艺术品市场是自从 1989 年末日本停止购买印象派作品以来最糟糕的一次，是自从第二次世界大战以来最严重的一次市场收缩。这一次专家认为价格已经低于他们平均高点的百分之四十，即使有些还是非常不稳定。但 Edward Dolman，Christie 的首席执行官说：" 我很有信心现在我们正在处于谷底。"

What makes this slump different from the last, he says, is that there are still buyers in the market, whereas in the early 1990s, when interest rates were high, there was no demand even though many collectors wanted to sell. Christie's revenues in the first half of 2009 were still higher than in the first half of 2006. Almost everyone who was interviewed for this special report said that the biggest problem at the moment is not a lack of demand but a lack of good work to sell. The three Ds—death, debt and divorce—still deliver works of art to the market. But anyone who does not have to sell is keeping away, waiting for confidence to return.

与对上一次大萧条不一样的是，他指出，是在于现在市场上还存在买家。而在 1990 年代早期，当利率很高的



时候，尽管许多收藏家愿意卖出艺术品但市场上却没有需求。Christie 在 2009 年上半年的收入仍高于 2006 年上半年。几乎每个接受这个特别报道访问的人都说现在这个时期最大的问题在于不是没有需求而是没有好的作品去销售。死亡、还债和离婚这三样东西，仍然为市场提供艺术品。但那些不一定非得卖东西的人， 就一直远离市场，等待信心的回归。

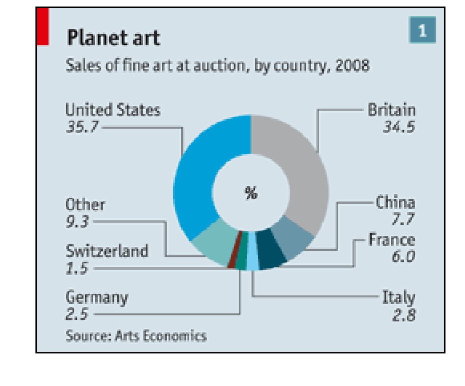
The best that can be said about the market at the moment is that it is holding its breath. But this special report will argue that it will bounce back, and that the key to its recovery lies in globalisation. The supply of the best works of art will always be limited, but in the longer run demand is bound to rise as wealth is spreading ever more widely across the globe.

对当下市场的最佳描述应当是市场正在屏息等待。但这篇特别报道认为它将会反弹，而反弹的关键在于全球化。对于最好的艺术作品的供应总是有限的，但从更长远的观点看， 随着财富越来越广泛地在全球分配，这个需求一定会提升。

The World Wealth Report, published by Capgemini and Merrill Lynch, charts the spending habits of the rich the world over. It includes art as one of a range of luxury items they like to buy. According to the report, in 2007 there were over 10m people with investible assets of $1m or more. Last year that number dropped to 8.6m and many rich people scaled back their “investments of passion”—yachts, jets, cars, jewellery and so on. But the proportion of all luxury spending that went on art increased as investors looked for assets that would hold their value in the longer term.

由 Capgemini 和 Merrill Lynch 发表的世界财富报告，其中的图表显示了世界范围内富人的消费习惯。其中包括了他们喜欢去购买的奢侈品之一的艺术品。根据报告显示，在 2007 年世界上超过一千万人拥有一百万或更多的可投资资金。去年这个数字跌至八百六十万人，而许多富人都把他们的 “ 激情投资 ” 的范围缩小 —— 游艇，喷气式飞机，名车，珠宝首饰和其他。不过，在购买奢侈品的总开支里花在艺术品上的比例却增加了， 因为投资者都在寻找能够长期保值的资产。

The regional spread of buyers also changed significantly as some parts of the world became relatively richer. During the boom the number of wealthy people in Russia, India, China and the Middle East rose rapidly. In 2003 Sotheby’s biggest buyers—those who purchased lots costing at least $500,000—came from 36 countries. By 2007 they were spread over 58 countries and their total number had tripled.



随着世界上某些地区变得相对富裕起来，买家的区域分布也发生了显著的变化。在这轮发展浪潮中俄罗斯，印度，中国和中东地区的富人们的数量急剧上升。在 2003 年 Sotheby 最大的买家，那些买了许多至少五十万的商品的人，来至 36 个国家。到了 2007 年这些人变成来至超过 58 个国家并且他们的数量是之前的三倍。

What am I bid? 2

Top ten prices at auction

2008	$m	2009*	$m
Francis Bacon, *Triptych*, 1976	86.3	**Henri Matisse**, *Les Couscous, Tapis Bleu et Rose*, 1911	46.5
Claude Monet, *Le Bassin aux Nymphéas*, 1919	80.5	**Andy Warhol**, *200 One Dollar Bills*, 1962	43.8
Kazimir Malevich, *Suprematist Composition*, 1916	60.0	**Constantin Brancusi**, *Madame L.R.*, 1914-17	37.8
Francis Bacon, *(Untitled) Triptych*, 1974-77	51.7	**Eileen Gray**, *Dragons Armchair*, 1917-19	28.3
Mark Rothko, *No. 15*, 1952	50.4	**Piet Mondrian**, *Composition avec Bleu, Rouge, Jaune et Noir*, 1922	27.9
Claude Monet, *Le Pont du Chemin de Fer à Argenteuil*, 1873	41.5	**Alberto Giacometti**, *L’Homme qui Chavire*, 1950-51	19.3
Francis Bacon, *Study of Nude with Figure in a Mirror*, 1969	39.8	**Edgar Degas**, *Petite Danseuse de Quatorze Ans*, 1922	18.8
Fernand Léger, *Étude pour ‘la Femme en Bleu’*, 1912-13	39.2	**Piet Mondrian**, *Composition avec Grille 2*, 1918 & 1942	18.6
Edvard Munch, *Vampire*, 1893-94	38.2	**Claude Monet**, *Dans la Prairie*, 1876	16.2
Edgar Degas, *Danseuse au Repos*, 1879	37.0	**Fernand Léger**, *La Tasse de Thé*, 1921	14.9

Source: Christie’s and Sotheby’s *Year to date

That upward trend is still continuing, and many of the new buyers take a particular interest in the art of their own place and time. Last year China overtook France as the world's third-biggest art market after America and Britain (see chart 1), and some 25% by value of the 100,000-plus works of art sold by Christie's went to buyers from Russia, Asia and the Middle East.

那个上升的趋势还在继续，一些新的买家们对于他们自己地区和时代的艺术作品具有独特的兴趣。去年中国取代了法国成为世界第三大艺术品市场，紧随着美国和英国。Christie 所卖出的十多万个作品中有百分之二十五的销售额来源于来自俄罗斯，亚洲和中东的买家。

Auction records remain dominated by Impressionist and modern works (see table 2), but the biggest expansion in recent years has been in contemporary art. Prices of older works keep going up as more people have money to spend, but few such works become available because both collectors and museums tend to hold on to what they have. Old Master paintings, for example, have stuck at around 5% of both Sotheby's and Christie's sales for many years. By contrast, contemporary art, which in the early 1990s accounted for less than 10% of Sotheby's revenues, grew to nearly 30% of greatly increased revenues by last year. Dealers and auction houses now sell more post-war and contemporary art than anything else. This report will concentrate on that part of the market, which accounts for about half the world's art trade and most of the excitement.

拍卖的最高纪录还是被印象派和现代派的作品所把持， 不过近年来扩张速度最快的当属当代艺术品。因为花得起钱购买的人越来越多， 那些年代久远的作品价格不断攀升。但很少这样的艺术品可以被购买到因为收藏家和艺术馆都倾向于保留他们所拥有的。举例来说，古老的大师级的绘画作品，许多年来在 Sotheby 和 Christie 的销售中都徘徊在百分之五左右。对比之下，当代艺术品在 90 年代早期只占苏富比销售额的不到百分之十，到了去年，却增长到苏富比销售额的近 30%，而苏富比如今的销售额已经是远非当年可比。经销商和拍卖行现在比其它任何类型都销售更多的战后和当代的艺术作品。这个报道会关注在那一块市场，那里占据着约世界艺术贸易一半的席位和绝大多数使人兴奋的时刻。

Part of the extra demand has come from a large increase in the number of museums. Over the past 25 years more than 100 have been built, not only in America and Europe but also in the sheikhdoms of the Persian Gulf and the fast-growing cities in Asia; sometimes in partnership with Western institutions, such as the Guggenheim or the Louvre, sometimes on their own. Many of these institutions have made their mark by buying contemporary art.

额外需求的部分原因来自于博物馆数量的大量增加。在过去的 25 年里超过一百家博物馆建立，不仅在美国和欧洲地区，也在波斯湾的酋长国和亚洲快速发展的城市；有些是西方机构的合作伙伴，例如 Guggenheim 或者 Louvre，有些则是他们自己建立的。许多这些机构都已经通过购买当代艺术的作品而名扬世界。

Over the same period the number of wealthy private collectors has also increased many times over, and so has their diversity. The record price for one of Andy Warhol's giant faces of Chairman Mao was $17.4m, paid by Joseph Lau, a Hong Kong property developer. It was the first major Warhol to go to the Far East. A month later the Qatar royal family bought a Hirst pill cabinet, entitled "Lullaby Spring", for ￡9.7m, the first major Hirst bound for the Middle East. Everyone wants an iconic work, which helps explain the global demand for artists such as Warhol, Jeff Koons and Mr Hirst—and the eye-watering prices such work can command.

与此同时那些富有的私人收藏家的数量也增加了好几倍，同样增长是他们的多元化趋势。一个销售价格记录的保持者来自于 Andy Warhol 的一张毛主席的巨大肖像被香港的一个地产商 Joseph Lau 以一千七百四十万购得。这是 Warhol 在遥远的东方做的第一笔重要的买卖。一个月之后卡塔尔皇室以九百七十万购买了赫斯特的名为 " 催眠春天 " 的药品柜子，这是赫斯特第一次把作品销往中东地区。每个人都希望拥有一件标志性的作品，这很好的



解释了对于例如 Warhol，JeffKoons 和 Hirst 之类的艺术家的作品的全球化需求， 也很好的解释了那些艺术作品所能卖出来的天价。

Masters of the art universe
艺术领域里的大师

Straddling all areas of the art market is a handful of individuals who have emerged as the key figures in the art world in recent years. Chief among them is Fran?ois Pinault, a luxury-goods billionaire who is also a noted collector of contemporary art and the owner of Christie's. Philippe Ségalot, his French-born adviser, was behind one of the biggest deals involving a single work of art, the private sale of Warhol's 1963 painting, "Eight Elvises", to an anonymous buyer for over $100m.

最近几年，横跨艺术市场所有领域的是一批以关键人物的姿态出现在艺术世界里的人。其中为首的便是 Fran?ois Pinault，一个做奢侈品生意的亿万富翁，同时也是一个著名的当代艺术作品收藏家和 Christie 的拥有者。Philippe Ségalot，他的在法国出生的顾问，参与了一宗最大的单件艺术品的交易 —— 私人销售 Warhol 在 1963 年的绘画作品 "Eight Elvises"，以一亿美元售给一个匿名的购买者。

Mr Ségalot is also believed to be advising the royal family of Qatar, which in the past two years has spent large sums buying modern art at auction, including record-breaking works by Mark Rothko and Mr Hirst. Steven Cohen, an American hedge-fund billionaire, also owns works by Warhol, Mr Hirst and Mr Koons. Mr Cohen used to be a sizeable shareholder of Sotheby's and is still an important provider of liquidity to art buyers.

Ségalot 先生也被认为指导了卡塔尔皇室，该皇室在过去两年里花费巨额在拍卖行购买了大量的当代艺术作品，包括打破纪录的作品如 Mark Rothko 和 Hirst 先生的。Steven Choen，一位美国对冲基金的亿万富翁，同时也拥有着 Warhol，Hirst 先生和 Koons 先生的作品。Cohen 先生过去曾被认为是 Sotheby 的大股东，即使是现在他还是一位提供买家流动资金的重要的人。

The popularity of blockbuster art exhibitions and the emergence of buyers with a different cultural history have helped change tastes. Artists such as Edvard Munch and Vasily Kandinsky rose sharply after solo shows in London and New York. Alexei von Jawlensky and Emil Nolde were regarded as specialist interests until Russian collectors began seeking them out. Zhao Wuji used to be just another Chinese painter-in-exile; now he is recognised as an Abstract Expressionist master influenced by Paul Klee and praised by both Joan Miró and Pablo Picasso.

份量重大的艺术展览和不同文化历史的买家的市场介入的兴起都帮助了人们口味的改变。例如 Edvard Munch 和 Vasily Kandinsky 在经过了伦敦和纽约的个人展览之后异军突起。Alexei von Jawlensky 和 Emil Nolde 直到俄罗斯的收藏家们开始去挖掘他们才成为在公众看来的最特别的赢利点。ZhaoWuji 曾经只是一个中国的流浪画家；现在他已经被认为是抽象表现主义的大师，深受 Paul Klee 的影响，并且受到 Joan Miró 和 PabloPicasso 的赞许。

How to sell it
如何去销售

One of the biggest changes since the market last peaked in 1989 has been the expansion of the auction houses and the change in the nature of the dealer business. Twenty years ago auction houses sold to dealers, and dealers sold to private customers. Today many collectors are advised by auctioneers, both at sales and privately.

自从艺术市场上一个在 1989 年的顶峰时期以来，最大的改变在于拍卖行的扩张和买卖交易本质的变化。二十

年前是由拍卖行卖给经销商，然后再从经销商卖给私人的顾客。如今许多收藏家都已经受到拍卖人的启发，包括在销售和私人交易两个方面。

Rising costs brought trouble to many old-fashioned fine-art dealer emporiums. In London Christopher Gibbs has sold his stock and Partridge is in administration. In Paris Galerie Segoura has closed, as has Salvatore Romano in Florence. Many dealers now prefer to take art works on consignment, matching sellers to buyers for a commission rather than investing in stocks of art.

成本的上升给一些传统的艺术交易商场带来困难。在伦敦 Christopher Gibbs 已经卖出了他的存货并由 Partridge 担任主管。在巴黎 Galerie Segoura 倒闭了，在弗洛伦萨的 Salvatore Romano 也一样。许多经销商现在都更倾向于把艺术品进行托运，通过卖家和买家的配对赚取佣金比投资在实在的艺术品存货上要划算很多。

About half the market's business, reckons Ms McAndrew of Arts Economics, is conducted at public auctions, with Christie's and Sotheby's taking the lion's share. Smaller houses include Drouot in Paris, Bonhams, which is based in London but has several offices abroad, and Doyle in New York. The other half is generated by private dealers and galleries that are notoriously secretive. One of the biggest private deals in recent years came to light only because the details were disclosed in an American court following the Bernard Madoff scandal. Last July ten paintings by Rothko and two sculptures by Alberto Giacometti were sold by a New York financier to help repay Mr Madoff's investors. A mystery buyer spent $310m on the works. Two dealers earned $37.5m in fees.

约有半数的艺术市场上的生意，艺术经济的 McAndrew 女士推断说，随着 Christie 和 Sotheby 购买了 Lion 的股份，这些市场上半数的生意都被公共拍卖行指导着。小一点的行商包括巴黎的 Drouot 或者以伦敦为根据的 Bonhams 都有许多海外的办公室，还有纽约的 Doyle。另外一半的生意是众所周知地在私人经销商和艺术馆之间秘密进行。近年来最大的一宗私人交易被曝光只是因为其中的一些细节在美国法庭追踪 Bernard Madoff 的丑闻案时被同时揭发出来。去年七月十幅 Rothko 的绘画和两具 Alberto Giacometti 的雕塑作品被一个纽约财经人士售出以此来偿还 Madoff 先生的投资者。一个神秘的买家在这宗交易里花费了三亿一千万。两位经销商赚取了三千七百五十万的费用。

By comparison with that private world, Sotheby's and Christie's auction business looks like a model of transparency. Although buyers and sellers are rarely named, the auction price is public. Yet even here there are dark corners. The leading auctioneers offer inducements such as guaranteed prices to persuade sellers to part with their treasures, and generous terms of payment for buyers.

与那个私人的世界不同的是，Sotheby 和 Christie 的拍卖行似乎是一个透明经营的典范。虽然买家和卖家都很少留名，但拍卖行的价格是公开的。即使这样但还是存在暗角。领导的拍卖人会提供各种诱惑例如向销售人保证售出的价格好让他们卖出他们的宝贝，也如向买家提供各种宽厚的付款条件。

One thing that differentiates the two auction houses is their ownership structure. Sotheby's is a quoted company whereas Christie's, once listed, was taken private in 1999 by its current owner, Mr Pinault. Christie's business has since expanded hugely, partly thanks to Mr Pinault's pivotal position in the international art world. Even though the company can pick and choose what information it wants to reveal, it has in fact become more open over the past ten years.

两间拍卖行之间存在一种差异就是他们的所有权结构。Sotheby 的是一间上市公司然而 Christie，一旦上市，在 1999 年就被它现在的拥有者 Pinault 先生买下。Christie 的生意从那时开始便突飞猛进，一部分得感谢 Pinault 先生在国际艺术世界的关键性地位。即使这间公司可以选择他们愿意公开的信息去公布，但实际上它在过去十年来是越来越开放了。

Sotheby's, for its part, is still smarting from the public beating it received in America nearly a



decade ago when its chairman, Alfred Taubman, and its chief executive, Diana Brooks, were found guilty of conspiring with Christie's to fix commissions. Mr Taubman served ten months of a one-year prison sentence; Mrs Brooks was given six months' house arrest, a $350,000 fine and 1,000 hours of community service. No one was charged at Christie's, which had blown the whistle on the commission-fixing. Sotheby's lives in fear of the regulators and discloses only as much financial information as it has to.

对于 Sotheby 来说，差不多十年前当它的主席 Alfred Taubman 和它的首席执行官 Diana Brooks 因为谋取 Christie 固定佣金而被判有罪，至今它一直忍受着来自美国公众打击的刺痛。Taubman 先生被判一年监禁，服刑十个月；Brooks 夫人被判六个月软禁，三十五万罚款和一千小时社区服务。在 Christie 没有人受指控，他们揭发了固定佣金的事件。Sotheby 生活在管理部门的阴影下并且只是透露了它必要透露的一部分财经信息。

In the decade since the scandal both auction houses have concentrated on expansion. Sotheby's was the first auctioneer to become interested in Russia and remains bigger there than its rival. Christie's, which has long been especially strong in the Far East, has put a lot of effort into China. Foreigners are not allowed to own auction houses there, but Christie's has got around that by signing a licensing agreement with a leading Chinese auctioneer. Both houses have their eye on the Middle East. Christie's holds regular auctions in Dubai, of which its art and jewellery sales are the most successful. Sotheby's has opened an office in Qatar which is important for its relationship with the Qatar royal family, one of its biggest clients.

在那一桩丑闻的那个十年里，两家拍卖行都已经集中于经营扩张。Sotheby 是首家拍卖行开始关注于俄罗斯并且相比它的对手保持更大的该市场的份额。Christie 这个长期以来在远东地区有特别强实力的拍卖行，开始在中国进行努力。外国人是不可以在当地拥有拍卖行的，但 Christie 已经通过与中国最重要的拍卖人签订许可证拥有了众多拍卖行。两间拍卖行都关注与中东市场。Christie 在迪拜有常规的拍卖，那里是艺术品和珠宝类销售最成功的地方。Sotheby 已经在卡塔尔开设了办公室，这对他们与卡塔尔皇室——他们最大的客户之一，的关系非常重要。

The response of both auction houses to the current slump has been broadly similar: staff cuts, unpaid leave, a squeeze on salaries, slashed marketing and travel budgets, and an edict that the glossy auction catalogues, which in the boom cost each of them £25m a year to produce, were no longer to be handed out like chocolate drops.

两间拍卖行最近营业的大幅度下滑的反应都大体上一致：裁员，无薪假期，薪金困难，市场和旅游预算的大幅下滑，还有那虚有其表的拍卖目录的布告，在以前的繁盛时期他们每间一年要花费两千五百万去生产的东西，再也不能像巧克力豆一样分发了。

With a hugely expanded international client base, it was only a matter of time before both auctioneers started to muscle in on areas that had previously been the preserve of private dealers, matching buyers and sellers and selling new art rather than items that had already been in the market. Sotheby's proved to be much the more ruthless of the two. All the lots in Mr Hirst's September 2008 sale, for example, had been consigned to Sotheby's directly from the artist's workshop, which shocked dealers who had not previously thought of the auction houses as direct competitors.

随着国际客户基础的巨大扩张，两间拍卖行开始涉足原来被私人经销商保护的领域只是时间的问题，协调买卖双方，放弃具体的产品而销售新型的艺术早已存在于市场中。Sotheby 被证明是这两两间拍卖行中更冷酷无情的那个。举例说，2008 年九月 Hirst 先生的作品销售的全部批次，都直接从艺术家的工作坊那里托运到 Sotheby，这一举动震惊了那些之前根本没有想到拍卖行会成为直接竞争者的经销商。

In 2006 Sotheby's paid $56.5m for Noortman Master Paintings, a leading dealer in Old Masters. Less than a year later Christie's bought Haunch of Venison, another high-profile dealer set up in 2002,

whose founders included a former director of Christie's contemporary-art department. Noortman gave Sotheby's an entry into the Maastricht Art Fair, the pre-eminent dealers' fest, and Haunch of Venison helped make Christie's Mr Pinault the biggest art trader in the market. Both galleries operate independently of the auction houses, but the relationships are close.

在 2006 年 Sotheby 支付了五千六百五十万从 Noortman 那里购买大师的绘画，Noortman 是在传统大师的艺术品方面最重要的经销商。之后一年不到的时间里，Christie 购买了鹿腿画廊，另一个在 2002 年成立的非常著名的经销商，它的创始人包括了前 Christie 的当代艺术部的主管。Noortman 给 Sotheby 带来了欧洲艺术展 Maastricht 的入场券，这是一场卓越的经销商的集会。鹿腿画廊则帮助 Christie 的 Pinault 先生晋升为该市场里最具影响力的艺术商人。两间画廊都在拍卖行之下独自运作，但彼此的关系紧密。

All things to all men
给所有人的东西

Both auction houses have also put a lot of effort into advising buyers on how to improve their collections. As Jussi Pylkkanen, Christie's European president, says, "We're much more than an auction house now." The recession has made many collectors nervous about offering their treasures at auction, so they are selling them privately. In 2007 Christie's chalked up private sales of $542m and Sotheby's of $730m, which means the two auction houses are now among the world's biggest private dealers. Both often get calls like the one Sotheby's recently took from a Moscow collector with $2m to spend on an "optimistic" Chagall oil, "not too feminine" and no more than a metre in height. "We put out the word and immediately received several offers from our offices in London, Geneva and New York," says Mikhail Kamensky, the firm's head of CIS business.

两间拍卖行都同样致力于建议他们的买家怎样去提高他们的收藏。正如 Jussi Pylkkanen，Christie 的欧洲区董事，说到：“我们现在已经远不止一间拍卖行那么简单。”经济萧条使得许多收藏者对于他们拍卖行的投资都非常紧张，所以他们都进行私人交易。在 2007 年 Christie 以五亿四千二百万刷新了私人销售的记录，Sotheby 是七亿三千万，这都说明了两间拍卖行现在都在世界上最大的私人经销商的行列中。两间拍卖行都经常接到类似最近 Sotheby 的一个电话，电话是那边是莫斯科的一个收藏家愿意用两百万购买一个“乐观的”Chagall oil，“不要太女性化”并且不要高于一米。“我们把消息放出去后马上会收到好几个出价，来自我们在伦敦的办公室，日内瓦还有纽约，”这件公司形象识别系统的领导 Mikhail Kamensky 说。

In 2007 private deals accounted for 8.7% of Christie's business. Mr Pylkkanen expects that figure to go up to 20% of its revenue within three years. That should put the wind up private dealers.

在 2007 年私人销售占了 Christie 全部生意的百分之八点七。Pylkkanen 期望在三年内这个占他们全部收入百分比的数字会增长至百分之二十。这将会使私人销售者们非常紧张。■ **(译者：yingyuquan)**



Efficient aviation
高效飞行

V for victory 胜利V字

Dec 3rd 2009 | PALO ALTO From The Economist print edition

Copying birds may save aircraft fuel
像鸟一样飞可能会节省燃油

BOTH Boeing and Airbus have trumpeted the efficiency of their newest aircraft, the 787 and A350 respectively. Their clever designs and lightweight composites certainly make a difference. But a group of researchers at Stanford University, led by Ilan Kroo, has suggested that airlines could take a more naturalistic approach to cutting jet-fuel use, and it would not require them to buy new aircraft.

波音和空客都在大肆宣传自己最新飞机 787 和 A350 的高效性能，巧妙的设计与轻质的材料肯定使其与现在的飞机略有差异。但是，由斯坦福大学伊兰▪克鲁领导的一个研究小组指出，飞机的飞行路线可以改用更具仿生效应的路径来节省燃油，而且并不需要购买新的飞机。

The answer, says Dr Kroo, lies with birds. Since 1914, and a seminal paper by a German researcher called Carl Wieselsberger, scientists have known that birds flying in formation—a V-shape, echelon or otherwise—expend less energy. The air flowing over a bird's wings curls upwards behind the wingtips, a phenomenon known as upwash. Other birds flying in the upwash experience reduced drag, and spend less energy propelling themselves. Peter Lissaman, an aeronautics expert who was formerly at Caltech and the University of Southern California, has suggested that a formation of 25 birds might enjoy a range increase of 71%.

克鲁教授称这个设想是受到鸟类的启发。1914 年，一位名叫卡尔▪维塞尔斯伯格的德国研究员发表了一篇具有重大意义的论文，科学家们从中得知，鸟类在飞行的时候排成 V 字、梯形或倒过来时，会节省体力。气流在划过鸟类双翼时会在其后面弯曲向上流动，这是一种叫上升流的现象。在上升流中飞行的鸟阻力减小，可以用更小的力气飞。彼得▪利萨曼以前曾是加州理工学院和南加州大学的航空专家，他认为由 25 只鸟组成的队伍会将飞行距离提升 71%。

When applied to aircraft, the principles are not substantially different. Dr Kroo and his team modelled what would happen if three passenger jets departing from Los Angeles, San Francisco and Las Vegas were to rendezvous over Utah, assume an inverted V-formation, occasionally swap places so all could have a turn in the most favourable positions, and proceed to London. They found that the aircraft consumed as much as 15% less fuel (with a concomitant reduction in carbon-dioxide output). Nitrogen-oxide emissions during the cruising portions of the flight fell by around a quarter.

当把鸟类的特性应用到飞机上的时候，原理也相差无几。克鲁教授和他的团队模拟了三架分别从洛杉矶、旧金山和拉斯维加斯起飞的客机在犹他州集合，采用反 V 字形状并偶尔换一下位置以便所有飞机轮流利用最有利位置，最后飞到伦敦。他们发现飞机节省多达 15% 的燃油，相应的二氧化碳排放也少了很多。途中排放的氮氧化物减少约四分之一。

There are, of course, kinks to be worked out. One consideration is safety, or at least the perception of it. Would passengers feel comfortable travelling in convoy? Dr Kroo points out that the aircraft could be separated by several nautical miles, and would not be in the unnervingly cosy groupings favoured by display teams like the Red Arrows. A passenger peering out of the window might not even see the other planes. Whether the separation distances involved would satisfy air-traffic-control regulations is another matter, although a working group at the International Civil Aviation Organisation has included

the possibility of formation flying in a blueprint for new operational guidelines.

当然，一定要有完善的操作指南。要考虑安全问题，至少在感觉上来说是安全的。乘客们在有其它飞机护航伴行时会不会不舒服呢？克鲁教授指出飞机间会相隔几海里，不会像红箭表演队（英国皇家空军特技表演队）那样间距小到令人窒息。乘客往窗外看也许都看不到另外的飞机。有关飞机间距是否符合空中管制条例暂且不谈，但国际民航组织的一个工作组已经考虑在新的操作方针中列入编队飞行的可能性。

It remains to be seen how weather conditions affect the air flows that make formation flight more efficient. In zones of increased turbulence, the planes' wakes will decay more quickly and the effect will diminish. Dr Kroo says this is one of the areas his team will investigate further. It might also be hard for airlines to co-ordinate the departure times and destinations of passenger aircraft in a way that would allow them to gain from formation flight. Cargo aircraft, in contrast, might be easier to reschedule, as might routine military flights.

现在仍需考虑天气情况对气流的影响，这会关系到编队飞行的效率。在有大量乱流的地区，飞机尾部的气流会消失更快，上升流效应就会消失。克鲁教授称，在这方面他们团队将要做进一步的研究。每架客机的起飞时间与目的地都不相同，要协调它们编队飞行很难。相反，货运航班和日常军事飞行更容易协调时间。

As it happens, America's armed forces are on the case already. Earlier this year the country's Defence Advanced Research Projects Agency announced plans to pay Boeing to investigate formation flight, though the programme has yet to begin. There are reports that some military aircraft flew in formation when they were low on fuel during the second world war, but Dr Lissaman says they are apocryphal. "My father was an RAF pilot and my cousin the skipper of a Lancaster lost over Berlin," he adds. So he should know.

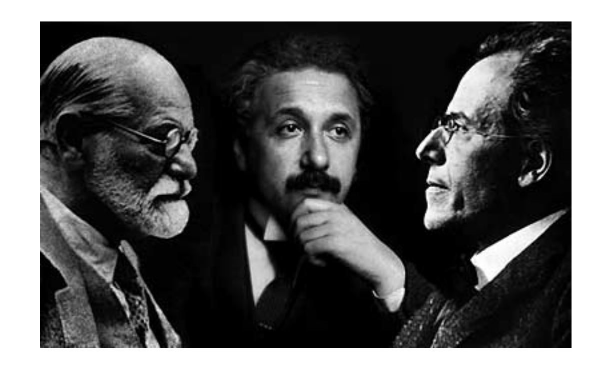
恰逢此时，美军已经着手此项研究。今年早些时候，美国国防部高级研究计划局宣布出资让波音公司研究编队飞行的计划，虽然现在还尚未启动。有报道称二战时就有一些军机在燃油不足的情况下编队飞行，但利萨曼教授称那些都是杜撰的，他说："我父亲是皇家空军飞行员，我的堂兄是一架在柏林坠毁的兰喀斯特式飞机的机长"，所以他应该知道。■（译者：**schalke**）

The evolution of intelligence
智商进化论

Natural genius? 天生我才？

Jun 2nd 2005 From The Economist print edition

The high intelligence of Ashkenazi Jews may be a result of their persecuted past
德系犹太人的高智商或许是因为曾经遭受迫害的后果



THE idea that some ethnic groups may, on average, be more intelligent than others is one of those hypotheses that dare not speak its name. But Gregory Cochran, a noted scientific iconoclast, is prepared to say it anyway. He is that rare bird, a scientist who works independently of any institution. He helped popularise the idea that some diseases not previously thought to have a bacterial cause were actually infections, which ruffled many scientific

feathers when it was first suggested. And more controversially still, he has suggested that homosexuality is caused by an infection.

某些少数民族的平均智商高于其他民族这一说法，是很多不敢公开的假设之一 。不过著名的科学狂人 Gregory Cochran 决意要做第一个吃螃蟹的人。他很特别，总是独立工作而不属于任何机构。某些曾被诊断并非病菌引起的疾病，其实病源来自传染病。这一观点因他的推动受到了关注。此观点一经提出，就受到了许多科学家的反对。这还不算，更具争议的是，他认为同性恋也是由传染病引起的。

Even he, however, might tremble at the thought of what he is about to do. Together with Jason Hardy and Henry Harpending, of the University of Utah, he is publishing, in a forthcoming edition of the Journal of Biosocial Science, a paper which not only suggests that one group of humanity is more intelligent than the others, but explains the process that has brought this about. The group in question are Ashkenazi Jews. The process is natural selection.

然而就算是 Cochran，也为自己接下来要做的事捏了一把汗。他准备同 Utah 大学的 Jason Hardy 与 Henry Harpending 一同，在最新一期的《生物社会科学杂志》发表一篇论文，文中不仅提出了某一少数民族比其他民族更聪明这一观点，还解释了这一结果产生的过程。文中两大主角就是德系犹太人和自然选择。

History before science

不管是否科学，先来看看历史

Ashkenazim generally do well in IQ tests, scoring 12-15 points above the mean value of 100, and have contributed disproportionately to the intellectual and cultural life of the West, as the careers of Freud, Einstein and Mahler, pictured above, affirm. They also suffer more often than most people from a number of nasty genetic diseases, such as Tay-Sachs and breast cancer. These facts, however, have previously been thought unrelated. The former has been put down to social effects, such as a strong tradition of valuing education. The latter was seen as a consequence of genetic isolation. Even now, Ashkenazim tend to marry among themselves. In the past they did so almost exclusively.

德系犹太人不仅在 IQ 测试上表现不俗，正常人一般在 100 分左右，而他们大多都能得个 112-115 分，而且虽然人数不多，但他们在欧洲知识、文化生活中的地位却举足轻重。想想弗洛伊德、爱因斯坦、马勒，我们就会点头称是了。但同时，他们中患有如泰 - 萨克斯病、乳腺癌这类严重的遗传疾病的比率明显高于其他种族。这些事实，最初被人们认为是毫无联系的。前者被说成是社会原因引起的，如浓烈的价值观教育的传统；后者则被说成是基因隔离的结果，不过即使是现在，德系犹太人还是愿意同本族人结婚，在过去，就更是如此了。

Dr Cochran, however, suspects that the intelligence and the diseases are intimately linked. His argument is that the unusual history of the Ashkenazim has subjected them to unique evolutionary pressures that have resulted in this paradoxical state of affairs.

但 Cochran 博士对以上两点表示质疑，并认为德系犹太人的天赋异禀与痛病缠身联系密切。他认为正是异常的历史环境强加给了德系犹太人独有的进化压力，才导致了这些看似奇怪的现象。

Ashkenazi history begins with the Jewish rebellion against Roman rule in the first century AD. When this was crushed, Jewish refugees fled in all directions. The descendants of those who fled to Europe became known as Ashkenazim.

德系犹太人的历史源于公元 1 世纪。犹太人在反对罗马人的统治失败后，犹太难民四散而逃，逃亡欧洲的犹太后裔就是如今的德系犹太人。

In the Middle Ages, European Jews were subjected to legal discrimination, one effect of which was to drive them into money-related professions such as banking and tax farming which were often disdained by, or forbidden to, Christians. This, along with the low level of intermarriage with their gentile

neighbours (which modern genetic analysis confirms was the case), is Dr Cochran's starting point.

在中世纪，欧洲的犹太人在法律上地位很不平等，结果之一就是他们不得不从事与金钱相关的职业，如被人看不起或不准基督徒涉足的银行或征税工作，此外，他们只能与邻居中社会地位较低的非犹太人通婚（这种状况通过现代基因学分析得到了证实）。上述就是 Cochran 博士论文的起点。

He argues that the professions occupied by European Jews were all ones that put a premium on intelligence. Of course, it is hard to prove that this intelligence premium existed in the Middle Ages, but it is certainly true that it exists in the modern versions of those occupations. Several studies have shown that intelligence, as measured by IQ tests, is highly correlated with income in jobs such as banking.

他认为欧洲犹太人从事的职业都是些需要一定智商的职业，虽不能证明这些职业在中世纪时就是这样了，但在当代它们确实如此。一些研究表明，智力水平（按智力测试的标准来算）与工资水平（如那些从事银行工作的人）联系密切。

What can, however, be shown from the historical records is that European Jews at the top of their professions in the Middle Ages raised more children to adulthood than those at the bottom. Of course, that was true of successful gentiles as well. But in the Middle Ages, success in Christian society tended to be violently aristocratic (warfare and land), rather than peacefully meritocratic (banking and trade).

这些历史记录证明了，那些在欧洲工作地位较高的犹太家庭子女存活率要高于那些地位较低的犹太家庭。情况对于那些其他种族的也是一样的。但在中世纪，基督教社会中所谓的成功多是贵族通过战争与土地强争豪取，而非通过量才而用（如从事银行或贸易工作）和平地获得。

Put these two things together—a correlation of intelligence and success, and a correlation of success and fecundity—and you have circumstances that favour the spread of genes that enhance intelligence. The questions are, do such genes exist, and what are they if they do? Dr Cochran thinks they do exist, and that they are exactly the genes that cause the inherited diseases which afflict Ashkenazi society.

把智力与成功的关联以及成功与生殖力的关系合二为一，你就具备了有利于智商提高的基因传播的条件。问题是这种智商基因确实存在吗？假如它果真存在的话，那究竟是什么呢？科克伦博士认为它们的确存在，而且正是那种引起折磨德系犹太人遗传疾病的基因。

That small, reproductively isolated groups of people are susceptible to genetic disease is well known. Constant mating with even distant relatives reduces genetic diversity, and some disease genes will thus, randomly, become more common. But the very randomness of this process means there should be no discernible pattern about which disease genes increase in frequency. In the case of Ashkenazim, Dr Cochran argues, this is not the case. Most of the dozen or so disease genes that are common in them belong to one of two types: they are involved either in the storage in nerve cells of special fats called sphingolipids, which form part of the insulating outer sheaths that allow nerve cells to transmit electrical signals, or in DNA repair. The former genes cause neurological diseases, such as Tay-Sachs, Gaucher's and Niemann-Pick. The latter cause cancer.

众所周知，越是人口稀少并且生育范围狭小的种族就越易患遗传疾病。总是于同族人通婚，就算不是近亲，也会较少遗传的多样性，同时也会使某些致病基因没有规律地在该种族内部泛滥起来。而这种无规律性意味着人们不知道何类致病基因会被大量传播。但对德系犹太人来说，Cochran 医生指出，情况却并非如此。他们当中最常见的十几种疾病基因基本上可以归结于两类：一类参与神经细胞中鞘脂类特殊脂肪）的储存。鞘脂组成一部分绝缘外层鞘，允许神经细胞发射电子信号。另一类参与 DNA 的修复。前者基因会引发神经性疾病，如泰萨二氏病、脑苷脂沉积病和神经鞘磷脂沉积病；而后者会导致癌症。



That does not look random. And what is even less random is that in several cases the genes for particular diseases come in different varieties, each the result of an independent original mutation. This really does suggest the mutated genes are being preserved by natural selection. But it does not answer the question of how evolution can favour genetic diseases. However, in certain circumstances, evolution can.

上述看起来并非毫无规律。而且更趋于规律的表现就是，在一些病例中，特殊疾病的致病基因来自于不同的变体，而每个变体都是独立的原基因变异的结果。这就印证了变异基因是自然选择保留下来的结果，可它却不能回答自然选择为什么会成了遗传疾病的帮凶，但在一些特殊的条件下，进化能够产生这样的结果。

West Africans, and people of West African descent, are susceptible to a disease called sickle-cell anaemia that is virtually unknown elsewhere. The anaemia develops in those whose red blood cells contain a particular type of haemoglobin, the protein that carries oxygen. But the disease occurs only in those who have two copies of the gene for the disease-causing haemoglobin (one copy from each parent). Those who have only one copy have no symptoms. They are, however, protected against malaria, one of the biggest killers in that part of the world. Thus, the theory goes, the pressure to keep the sickle-cell gene in the population because of its malaria-protective effects balances the pressure to drive it out because of its anaemia-causing effects. It therefore persists without becoming ubiquitous.

如西非人以及他们的后代易患一种叫做镰状细胞性贫血的疾病，这种病在西非之外几乎都没人听说过。贫血症发于那些红血球中含有一种特殊的血红蛋白，其蛋白质中含有氧气的人。但这种镰状细胞性贫血症只会发生在同时有两组这种致病的血红蛋白（父母都有这种血红蛋白）的人身上。而那些只有一组的人不但不会患这种贫血症，也不会患疟疾，该病被称为非洲的头号杀手。因此，我们可以这样说，抵御疟疾的特性使得镰状细胞在得以人体中存活下来，同时这种细胞导致贫血症的特性也会被人体排斥，只有在为保持这两种状态而产生的压力达到平衡时，才不会有任何一个特性占据上风。

Dr Cochran argues that something similar happened to the Ashkenazim. Genes that promote intelligence in an individual when present as a single copy create disease when present as a double copy. His thesis is not as strong as the sickle-cell/malaria theory, because he has not proved that any of his disease genes do actually affect intelligence. But the area of operation of some of them suggests that they might.

Cochran 博士认为，德系犹太人也面临着同样的情况，他们的某些基因如果以单组出现就可以提高智力，一旦以双组出现就会引起疾病。显然，该理论并不如他的镰状细胞 / 疟疾理论那样具有说服力，因为他尚未证明任何一种致病基因确实能够影响智力，但是某些基因的活动区域显示它们或许真能影响智力。

The sphingolipid-storage diseases, Tay-Sachs, Gaucher's and Niemann-Pick, all involve extra growth and branching of the protuberances that connect nerve cells together. Too much of this (as caused in those with double copies) is clearly pathological. But it may be that those with single copies experience a more limited, but still enhanced, protuberance growth. That would yield better linkage between brain cells, and might thus lead to increased intelligence. Indeed, in the case of Gaucher's disease, the only one of the three in which people routinely live to adulthood, there is evidence that those with full symptoms are more intelligent than the average. An Israeli clinic devoted to treating people with Gaucher's has vastly more engineers, scientists, accountants and lawyers on its books than would be expected by chance.

鞘脂储存类疾病，如泰萨二氏病、脑苷脂沉积病和神经鞘磷脂沉积病，都涉及到连接神经细胞的凸起的多余生长和分叉。显然，这种生长和分叉太多的话就会引起疾病。但是，也有可能，仅有单份致病基因的人会出现比较有限的、但仍然加强了的凸起生长。这将有助于加强脑细胞之间的连接，或许因此导致智力提高。实际上，在脑苷脂沉积病的例子中，在三分之一能够活到成年的患者中，确实有证据表明完全发病的人拥有高于平均值的智商。

根据一家专门治疗脑苷脂沉积病的以色列诊所的医疗记录，患者中的工程师、科学家、会计和律师的比例多于常人。

Why a failure of the DNA-repair system should boost intelligence is unclear—and is, perhaps, the weakest part of the thesis, although evidence is emerging that one of the genes in question is involved in regulating the early growth of the brain. But the thesis also has a strong point: it makes a clear and testable prediction. This is that people with a single copy of the gene for Tay-Sachs, or that for Gaucher's, or that for Niemann-Pick should be more intelligent than average. Dr Cochran and his colleagues predict they will be so by about five IQ points. If that turns out to be the case, it will strengthen the idea that, albeit unwillingly, Ashkenazi Jews have been part of an accidental experiment in eugenics. It has brought them some advantages. But, like the deliberate eugenics experiments of the 20th century, it has also exacted a terrible price.

为什么基因修复系统失灵会提高智力，现在还不清楚原因何在。虽然，陆续有证据表明产生问题的基因之一参与了调节大脑的早期发育，但是这仍是该论题最薄弱的环节。不过，该理论也有令人信服的地方：它对于拥有单份泰萨二氏病或脑苷脂沉积病或神经鞘磷脂沉积病基因的人会比普通人更聪明做出了明确而可检验的预测。Cochran 博士和他的同事认为，这些人的智商因此会比平均水平高出 5 个点。尽管有人不愿接受，假如确实如此的话，它将有力地证明，德系犹太人在不经意间经历了优生实验，而这为他们带来了智商上的优势。但是，如同发生在 20 世纪的人为的优生实验一样，它同样让他们付出了可怕的代价。■（译者：**snooprun)**

Scientific publishing
发表科研成果

The paperless library 无纸化图书馆

Sep 22nd 2005 From The Economist print edition

Free access to scientific results is changing research practices
免费获取科研成果正在悄然改变研究方式

IT USED to be so straightforward. A team of researchers working together in the laboratory would submit the results of their research to a journal. A journal editor would then remove the authors' names and affiliations from the paper and send it to their peers for review. Depending on the comments received, the editor would accept the paper for publication or decline it. Copyright rested with the journal publisher, and researchers seeking knowledge of the results would have to subscribe to the journal.

过去，获得科研成果非常简洁单一。在实验室里，一个聚精会神进行科学研究的研究团队会将他们的研究成果递交给一份期刊。随后，期刊编辑会从论文中隐去作者姓名和其所在单位名称，传送给他的同行进行评阅。而后，该期刊编辑根据反馈回来的评论决定是否要发表此项科研成果。期刊拥有论文版权，如果其他想要查阅或引用该科研成果的研究人员需订阅这份期刊。

No longer. The internet—and pressure from funding agencies, who are questioning why commercial publishers are making money from government-funded research by restricting access to it—is making free access to scientific results a reality. This week, the Organisation for Economic Co-operation and Development (OECD) issued a report describing the far-reaching consequences of this. The report, by John Houghton of Victoria University in Australia and Graham Vickery of the OECD, makes heavy reading for publishers who have, so far, made handsome profits. But it goes further than that. It signals a change in what has, until now, been a key element of scientific endeavour.

不过，现在这一切都已成为历史。因特网正在促使免费获取科研成果变为现实，这其中还包括来自学术基金



组织方面的压力。他们质疑商业出版商为什么能够通过限制政府资助的科研成果的获取权而从中渔利？本周，经济合作与发展组织发表了一份报告描述了免费获取科研成果而产生的深远影响。由澳大利亚维多利亚大学的约翰霍顿和经济合作与发展组织的格雷厄姆维克利联合撰写的报告，让那些到目前为止已经赚取了可观利润的出版商读起来感到忧心忡忡。并且，还不止这个。 到目前为止，这将预示着科研事业中的一个关键性组成部分即将发生一次举足轻重的变革。

The value of knowledge and the return on the public investment in research depends, in part, upon wide distribution and ready access. It is big business. In America, the core scientific publishing market is estimated at between $7 billion and $11 billion. The International Association of Scientific, Technical and Medical Publishers says that there are more than 2,000 publishers worldwide specialising in these subjects. They publish more than 1.2m articles each year in some 16,000 journals.

对于科研成果和在研究上进行公共投资利润回报的评价部分取决期刊发行量的广度和是否有能够随手阅读的便利。这是一个大产业。在美国，核心科研成果发表市场市值估计在 70 亿和 110 亿美元之间。国际协会的科学，技术和医学出版商指出，全球有超过 2000 家出版商主营这些业务。他们每年在大约 1 万 6 千份期刊上发表文章的数量超过 120 万。

This is now changing. According to the OECD report, some 75% of scholarly journals are now online. Entirely new business models are emerging; three main ones were identified by the report's authors. There is the so-called big deal, where institutional subscribers pay for access to a collection of online journal titles through site-licensing agreements. There is open-access publishing, typically supported by asking the author (or his employer) to pay for the paper to be published. Finally, there are open-access archives, where organisations such as universities or international laboratories support institutional repositories. Other models exist that are hybrids of these three, such as delayed open-access, where journals allow only subscribers to read a paper for the first six months, before making it freely available to everyone who wishes to see it.

现在，这些都在悄无声息地改变着。据经济合作与发展组织的这份报告显示，大约有 75% 的学术性期刊已经可以在线阅读。全新的商业模式正在异军突起；报告的撰写者明确指出了三大模式。首先是一种最具发展潜力的模式，即研究机构通过网络许可协议支付浏览在线期刊费用。第二种是开放式浏览出版，该模式下所需费用主要由作者或者其雇主支付。最后一种是开放式调用档案，一些机构例如大学或者国际实验室负责研究机构资料存储工作。当然也存在着其他模式，只不过是以上三种模式的混合产物，例如延迟开放浏览，即只有用户才可以在最新六个月内使用期刊，而后向想要获取该期刊信息的浏览者免费开放。

All this could change the traditional form of the peer-review process, at least for the publication of papers. The process is organised by the publisher but conducted, for free, by scholars. The advantages afforded by the internet mean that primary data is becoming available freely online. Indeed, quite often the online paper has a direct link to it. This means that reported findings are more readily replicable and checkable by other teams of researchers. Moreover, online publication offers the opportunity for others to comment on the research. Research is also becoming more collaborative so that, before they have been finalised, papers have been reviewed by several authors. This central tenet of scholarly publishing is changing, too.

所有的这些都会颠覆同行评估过程的传统方式，至少对于论文发表是这样的。出版商负责组织评估，但是具体操作过程由学者不计报酬地实行。因特网的优势即科研的原始资料或者数据能够逐渐地在网上免费获得。确实，网上论文十有八九都会和原始资料有直接链接。这意味着其他研究团队能够更加快捷迅速地复制和检验发表的科研结果。并且，网络也可以为其他人评价所做研究提供机会。与此同时，研究会变得越来越具有合作性，以至于在得到最终结果之前，许多人已经发表了各自的看法。学术出版的核心原则也正在改变。■ **(译者：yixiao)**

Information security
信息安全

The leaky corporation 泄露机密的公司

Jun 23rd 2005 From The Economist print edition

Firms are not protecting the data they hold. Their complacency may cost them dear
公司没有保护好它们拥有的数据。它们可能会为其自满大意而付出高昂的代价



IT NEVER rains but it pours. Just as bosses and boards had finally sorted out their worst accounting and compliance troubles, and beefed up their feeble corporate governance, a new problem threatens to earn them—especially in America—the sort of nasty headlines that inevitably lead to heads rolling in the executive suite: data insecurity. Left, until now, to geeky, low-level IT staff to put right, and seen as a concern only of data-rich industries such as banking, telecoms and air travel, information protection is now high on the boss's agenda in businesses of every variety.

不雨则已， 一雨倾盆。当老板和董事会刚刚解决了最糟糕的财务和规章问题，加强了薄弱的公司治理之后，新的问题正威胁着他们——特别是在美国——这能让他们成为报纸恶毒的头版头条，从而导致高级管理团队的轮换。这个新的问题就是：数据不安全。迄今为止，信息保护一直被留给临时的、低层次的信息技术人员承担，仅仅在是信息资源密集的行业受到重视，比如银行业、电信业以及航空旅行业，如今，信息保护工作已经成为各行业老板日程上着重考虑的事情。

Several massive leakages of customer and employee data this year—from organisations as diverse as Polo Ralph Lauren, Time Warner, MCI, the large American defence contractor Science Applications International Corp and even the University of California, Berkeley—have left managers hurriedly peering into their labyrinthine IT systems and business processes in search of potential vulnerabilities.

今年，几个顾客和员工信息的重大泄密事件——涉及多个行业的机构如保罗 . 拉夫 . 劳伦、时代华纳、MCI、美国国防工程承包商：科学应用国际公司，甚至加利福尼亚大学伯克利分校——这使得管理人员匆忙检查其复杂的信息系统和商业程序，以便寻找潜在的缺陷。

"Data is becoming an asset which needs to be guarded as much as any other asset," says Haim Mendelson of Stanford University's business school. "The ability to guard customer data is the key to market value, which the board is responsible for on behalf of shareholders". Indeed, just as there is the concept of Generally Accepted Accounting Principles (GAAP), perhaps it is time for GASP, Generally Accepted Security Practices, suggests Eli Noam of New York's Columbia Business School. "Setting the proper investment level for security, redundancy, and recovery is a management issue, not a techie one," he says.

"数据正在成为一种像其他财产一样需要保护的财产，"斯坦福大学商学院的海姆 • 门德尔森如是说。确实，如同存在公允会计准则这个概念一样，现在也许是公允安全管理措施该被提出的时候。来自纽约州哥伦比亚商学院的爱你 • 诺姆表示："保护客户数据的能力是（保护）市值的关键，而保护市值又是董事会为了股东的利益而应该承担的责任。"他还强调，为数据安全、冗余和恢复设置合理的投资标准是一个管理问题，而非技术性问题。

The mystery is that this should come as a surprise to any boss. Surely it should be obvious to the dimmest executive that trust, that most valuable of economic assets, is easily destroyed and hugely expensive to restore—and that few things are more likely to destroy trust than a company letting



sensitive personal data get into the wrong hands.

有意思的是：这对任何一个公司的老板的来说居然是一件惊奇的事。即便是最愚昧的管理人都一定会清楚，诚信，作为经济资产里最具价值的因素，被破坏很容易而想要恢复却代价高昂。所以，再没有什么比一个公司让敏感的个人信息落入不妥当的人之手更能损害这家公司信誉的事情了。

Don't ask, don't tell

不要问，不要说

Such complacency may have been encouraged—though not justified—by the lack of legal penalty (in America, but not Europe) for data leakage. Until California recently passed a law, American firms did not have to tell anyone, even the victim, when data went astray. That may change fast: lots of proposed data-security legislation is now doing the rounds in Washington, DC. Meanwhile, the theft of information about some 40m credit-card accounts in America, disclosed on June 17th, overshadowed a hugely important decision a day earlier by America's Federal Trade Commission (FTC) that puts corporate America on notice that regulators will act if firms fail to provide adequate data security.

在美国， 而不是欧洲， 信息泄露时法律惩罚条例的缺失， 尽管不能为公司的这种自大自满辩护，但或许已曾对之加以鼓励。美国的公司，当数据出了问题，不必通知任何人，甚至受害人本身， 这个状况， 直到最近加州通过一项法律才得以纠正。这种情况可能很快改变：很多关于数据安全的立法提案正在华盛顿等着逐个决议。与此同时，6 月 17 日披露的涉及全美 4 千万信用卡账户信息的盗窃案，一时震惊全国，前此一天美国联邦贸易委员会通过的一个极端重大的决定与之相比反而未受到足够的注意。 这个决定提醒全体美国公司注意，如果公司无法提供足够的数据安保措施，那么监管人员就将采取行动。

The FTC decided to settle with BJ's Wholesale Club, a retailer whose lax data-protection practices the agency said constituted an "unfair practice that violated federal law." The firm collected too much data, kept it too long, did not encrypt it, lacked password protections and left its wireless network open. This, in turn, enabled criminals to produce counterfeit credit and debit cards using stolen customer data and rack up millions of dollars in fraudulent charges. The firm has agreed to fix these problems and undergo information-security audits for 20 years.

美国联邦贸易委员会决定于 BJ 批发会员店和解，美国联邦贸易委员会称这个零售商的松散的数据保护措施构成了一个破坏联邦法律的不公平措施。这家公司收集了太多的数据并且持有时间过长，不对数据加密，缺少密码保护并且让它的无线网处于开放状态。这使得罪犯能够制造出伪造的借记卡用来窃取客户数据并在欺诈交易中攫取大量钱财。这家公司已经同意着手解决这些问题并接受 20 年的信息安全监审。

Many of the worst recent data leakages resulted from failure of the most basic kindThis settlement represents a big step for the FTC, which had settled various other cases concerning sloppy data management since 2001—including against Eli Lilly, clothing designer Guess, Tower Records and Microsoft—but did so on narrow, technical grounds. For instance, in several cases the FTC applied the doctrine of "deceptive practices" to firms that failed to live up to their data-security claims.

最近大量的恶性数据泄露事件起因于这种最基础性工作的失败。这个问题的解决代表了美国联邦贸易委员会向前迈进一大步，自 2001 年以来，美国联邦贸易委员已经解决了各种其他由于数据管理松懈而出现的案件——但都是在狭窄的技术层面上的。例如，在一些案件中，美国联邦贸易委员会对那些不履行数据安全声明的公司使用 " 欺骗性的措施 " 条款。

In its settlement with BJ's, the FTC used its broad "fairness authority" to penalise bad information-security management. For the FTC to act, this requires evidence both of substantial consumer harm and that the firm did not have reasonable grounds for failing to implement certain practices. The BJ's case, said FTC chair Deborah Platt Majoras, signalled the regulator's "intention to challenge companies

that fail to protect adequately consumers' sensitive information".

美国联邦贸易委员会在与 BJ 的和解中，使用了他宽泛的 " 公证权威 " 用来惩罚信息安全管理不当的公司。在行动上，这要求美国联邦贸易委员会要有对客户实质损害的证据以及公司没能实施相关措施并对此没有合理依据的证据。美国联邦贸易委员会主席普拉特 . 梅杰拉斯说：BJ 案件发出这样的信号，监管机构有意对不能充分保护顾客敏感信息的公司发起挑战。

"Boards should pay as much attention to these IT operational risks as they do to other operational risks in the firm," argues George Westerman of the MIT Sloan School of Management. After all, boards have audit committees and compensation committees. It may be time for a data-protection committee, he argues. Bosses must ensure that there are effective data risk-management processes in place, be aware of their greatest vulnerabilities and promote a corporate culture that acknowledges data risks rather than hides them.

" 董事会应像注意公司其他运行风险一样注意这些信息技术运行风险，" 麻省理工大学斯隆管理学院乔治 . 维斯特曼如是说。毕竟，董事会拥有审计委员会和薪酬委员会。乔治 . 维斯特曼认为，现在也许是时候筹备一个数据保护委员会了。老板们必须确保存在有效的数据风险保护程序，关注他们最大的薄弱点并且推行承认数据风险而非躲避数据风险的公司理念。

But the problem is often a lack of understanding by senior managers not just of technology but of business processes, says Thomas Parenty, author of "Digital Defense: What You Should Know About Protecting Your Company's Assets (Harvard Business School Press, 2003). "No one in the organisation bothers to look at the value of what data they hold, the consequences if something bad happens to it, and the appropriate mechanisms to prevent that from happening," he says.

但是问题往往在于高层管理者不是缺少对技术的了解而是缺少对商业进程的了解。《数字化系统的防御：保护公司资产，你应该知道什么》（哈佛商学院出版社，2003 年）的作者托马斯 . 帕兰惕如是说。" 在企业中没有人愿意自扰而去关心他们持有的数据值多少钱，如果数据遭受损害的后果，是否有合适的机制去避免它的发生。"

So, what should a boss do? Accountancy firms and consultants are already spotting a chance to profit by conducting an independent security and privacy audit—and for many firms, their (no doubt) huge fee will probably be worth the money. The auditors inspect technology systems, data flow and the controls on access to data within an organisation and with its business partners.

那么，老板应该做些什么？会计师事务所和咨询公司已经发现了一个通过控制独立的安全和隐私审计来获利的机会 —— 对于大多数公司来说，他们毫不怀疑在这方面的巨额花费是很值得的。这些审计人员监查技术系统，数据流和公司内部或商业伙伴间对数据获取的控制。

A wise boss will also appoint a senior executive to be responsible for data security—and not just to have a convenient scapegoat in the event of a leak. Diana Glassman, a data protection expert, says that a useful first step would be for the boss to write to all employees reminding them of the risks and potential cost of data leakage, and asking them, before passing data to anyone else, to question whether that person truly needs, or is entitled to, it.

聪明的老板还会指定一个高级执行总监来负责数据安全——而不是在数据泄漏事件发生时随便(convenient)抓一个替罪羊搪塞。数据保护专家戴安娜 . 格莱斯曼说，对老板来说有效的第一步应是写信给所有员工，提醒他们数据泄漏将开来风险和潜在成本，同时让他们，在将数据传送到其他任何人之前，想一想是否那个人真的需要这些数据或者有权拥有数据。

Many of the worst recent data leakages resulted from failure of the most basic kind. The data-processing firm that suffered the breach that exposed 40m credit-card accounts was not in



compliance with the security standards of Visa and MasterCard—which may now find themselves liable for negligence. If nothing else gets bosses to focus on data security, surely the prospect of ending up in court will.

大量的恶性数据泄露事件起因于这种最基础性工作的失败。承受着违背安全标准并暴露了 4 千万信用卡账户信息的数据处理公司在当时看来只是没有遵守信用卡的安全标准 —— 而现在看来他们可能发现他们自己错误在于自身对数据安全的忽视。如果没有什么别的可以使老板关注数据安全，那么吃官司上法庭的后果总可以吧。

■ (译者：**faye_wsf)**

Overfishing
过度捕捞

Ocean's eleventh hour ? 海洋的危急时刻 ?

May 15th 2003 From The Economist print edition

Fish stocks are dropping rapidly. Predators are falling fastest
鱼类资源迅速减少，大型猎食动物减速最快

WHEN prehistoric man arrived in new parts of the world, something strange happened to the large animals. Mammoths, mastodons, massive ground sloths, woolly rhinoceros, cave bears and large flightless birds suddenly became extinct. Smaller species survived. The large, slow-growing animals were easy game, and were quickly hunted to extinction. Now something similar could be happening in the oceans.

当史前人类到达地球的新区域时，灾难就会降临到当地大型动物的身上。猛犸、乳齿象、巨型陆地树懒、羊角犀牛、洞熊和大型飞鸟突然间就灭绝了。较小型的物种存活了下来。体型巨大、生长缓慢的动物容易被捕获，于是迅速遭到捕猎而灭绝。如今，类似的现象可能要在海洋里再次发生。

That the seas are being overfished has been known for years. What Ransom Myers and Boris Worm of Dalhousie University in Halifax, Nova Scotia, have shown is just how fast things are changing. They have looked at half a century of data from fisheries around the world. Their methods do not attempt to estimate the actual biomass (the amount of living biological matter) of fish species in particular parts of the ocean, but rather changes in that biomass over time. According to their paper in the latest issue of Nature, the biomass of large predators (generally the most valuable species) in a new fishery is reduced on average by 80% within 15 years of the start of exploitation. In some long-fished areas, it has halved again since then.

人们知道对海洋的捕捞过度已有数年。来自 Nova Scotia 省哈利法克斯市 Dalhousie 大学的 Ransom Myers 和 Boris Worm 展示了事情变化有多快。他们研究了全球渔业公司半个世纪以来的数据。其研究方法并不是要精确估计某一特定海域的鱼类物种的生物量(活生物体数量)，而是生物量随时间的变化值。根据他们发表在最新一期《自然》杂志中的论文，一个全新的渔场捕捞 15 年后，大型猎食动物的生物量（一般是最有价值的物种）平均减少了 80%。在一些长期捕捞的渔场，比上述渔场 (的大型猎食动物数量) 还要少一半。

The researchers' data came from two sources. Those for fisheries on the continental shelves were derived from standardised research surveys of large bottom-dwelling fish such as cod, flatfish, skates and rays. Those for fish in the open ocean, such as tuna, billfish and swordfish, were estimated from figures collected by Japan's longline fishing fleet (composed of vessels that trail fishing lines with baited hooks at intervals along their lengths). In this case, changes in biomass were estimated by comparing the number of fish caught for every 100 hooks now and in the past.

研究者的数据有两个来源。位于大陆架上的渔场数据源自对大型深海鱼类的标准化研究调查，如鳕鱼、比目鱼、

鳐鱼和鲭刺。公海中捕捞的鱼类，如金枪鱼、长嘴鱼和箭鱼，是根据日本的延绳钓捕鱼船队收集的数据估计而来（由拖着长线的渔船组成，沿长线上按一定间隔系着鱼钩）。这种情形下，生物量变化通过比较目前和以前每 100 条鱼钩的捕获量来进行估计。

Dr Worm acknowledges that the figures are "only a first order approximation" but says that if anything they are conservative. One reason for this is that fishing technology has improved, so the comparison is not genuinely like-for-like. Today's vessels can find their prey using satellites and sonar, which were not available 50 years ago. That means a higher proportion of what is in the sea is being caught, so the real difference between present and past is likely to be worse than the one recorded by changes in catch sizes. In the early days, too, longlines would have been more saturated with fish. Some individuals would therefore not have been caught, since no baited hooks would have been available to trap them, leading to an underestimate of fish stocks in the past. Furthermore, in the early days of longline fishing, a lot of fish were lost to sharks after they had been hooked. That is no longer a problem, because there are fewer sharks around now.

Worm 博士承认这些数据只是一阶近似，但他认为这些数据已经是保守估计了。原因之一是捕捞技术已经有所进步，所以这一比较并非真正意义上的比较。如今的捕鱼船可以利用卫星和声纳系统寻找猎物，50 年前并没有这些玩意儿。这意味着更高的海洋被捕捞率，所以今昔之间的真实差距可能要比所记录的捕获尺寸变化更大。也是由于在早期，延绳钓上钩的鱼更加密集。因为没有足够的鱼钩来诱捕，某些鱼就逃过一劫，这会导致对以往鱼类资源存量的低估，再者，在早期的延绳钓时代，许多已经勾住的鱼会落入鲨鱼的口中。

This sort of result does not, of course, convince everyone. The Inter-American Tropical Tuna Commission, an inter-governmental body that manages tuna fisheries in the eastern Pacific, has a different view of the status of tuna stocks. Robin Allen, its director, says longlines only catch older tuna, and the data the authors are using therefore comprise only part of the actual stock. Other studies are necessary, he says, to work out the relationship between reductions in catch rates and actual removals from stock.

这样的结论当然不能说服每个人。作为管理东太平洋金枪鱼捕捞事务的国际政府组织，美洲国家热带金枪鱼委员会对金枪鱼存有量状况存有异议。其主管 Robin Allen 认为，延绳钓抓获的仅仅是成年金枪鱼，而作者所使用的数据因此仅代表实际存量的一部分。他认为还需要进行其他研究来弄清楚捕获率下降和存量减少之间的关系。

Dr Myers and Dr Worm, however, stand by their conclusions. They argue that their work gives a correct baseline, which future management efforts must take into account. They believe the data support an idea current among marine biologists, that of the "shifting baseline". The notion is that people have failed to detect the massive changes which have happened in the ocean because they have been looking back only a relatively short time into the past. As Jeremy Jackson of the Scripps Institution of Oceanography, in La Jolla, California, puts it: "We had oceans full of heroic fish. Hemingway's 'Old Man and the Sea' was for real." That matters because theory suggests that the maximum sustainable yield that can be cropped from a fishery comes when the biomass of a target species is about 50% of its original levels. Most fisheries are well below that, which is a bad way to do business.

然而，Myers 和 Worm 博士坚持自己的结论。他们认为自己的研究给出了正确的基准线，后续研究努力中必须予以重视。他们深信这一数据支持现在流行于海洋生物学界的一种观点："移动的基准线"。这一概念表示：人们之所以不能推测出海洋中已经发生的生物量变化，是因为他们回顾的时间范围相对太短。来自加州 La Jolla 的 Scripps 海洋学研究所的 Jeremy Jackson 解释说："海洋中满是英勇的鱼儿，海明威笔下的"老人与海"确有其人其事。"这很有意义，因为有理论表明，渔场可捕捞的最大可持续产量应该定在某一目标物种生物量位于其原生水平的 50% 左右。大多数渔场在这一标准以下，在此标准以下经营渔场效果会很差。■（译者：**yyu2000)**



Animal behaviour
动物行为

Fair and square 正大光明

Sep 18th 2003 From The Economist print edition

Some monkeys seem to have a highly developed sense of fairness
一些猴类似乎具有高度发达的公平意识

EVERYBODY loves a fat pay rise. Yet pleasure at your own can vanish if you learn that a colleague has been given a bigger one. Indeed, if he has a reputation for slacking, you might even be outraged. Such behaviour is regarded as "all too human", with the underlying assumption that other animals would not be capable of this finely developed sense of grievance. But a study by Sarah Brosnan and Frans de Waal of Emory University in Atlanta, Georgia, which has just been published in Nature, suggests that it is all too monkey, as well.

薪水猛涨，人人开怀。但如果您知道某位同事薪水比您涨的更高，自身的愉悦感就可能就烟消云散。实际上，如果那位同事平常还吊儿郎当，您可能甚至勃然大怒。这样的行为被视为"人之常情"，这就意味着着其他动物无法拥有这种高度发达的不平感受。但佐治亚州亚特兰大市埃默里大学的萨拉•布鲁斯南和弗兰斯•德•瓦尔刚发表在《自然》杂志上的研究却表明，这可能也是"猴之常情"。

The researchers studied the behaviour of female brown capuchin monkeys, which have all the necessary ingredients to capture the public imagination. They look cute. They are good-natured, co-operative creatures, and they share their food readily. Above all, like their finicky female human counterparts, they tend to pay much closer attention to the value of "goods and services" than males (although why this is so remains a mystery).

科学家们对雌性棕色卷尾猴的行为进行了研究，此种猴类具有抓住公众想象力的各种必要品质：外表可爱，性格温顺，互相帮助，还欣然分享食物。最重要的一点，她们同挑剔的女人同胞一样，比雄性更加注意"商品服务"的价值（虽然其中原因仍不为人知）。

Such characteristics make them perfect candidates for Dr Brosnan's and Dr de Waal's study. The researchers spent two years teaching their monkeys to exchange tokens for food. Normally, the monkeys were happy enough to swap pieces of rock for slices of cucumber. However, when two monkeys were placed in separate but adjoining chambers, so that each could observe what the other was getting in return for its rock, their behaviour became markedly different.

这样的性格使她们成为布鲁斯南和德•瓦尔两位博士研究的完美对象。两位科学家历时两年，教授他们的猴子使用筹码交换食物。一般情况下，猴子很乐意用几块石头换几片黄瓜。然而，如果两只猴子被置于分隔开来的邻间，能够看到彼此用石块换来何物之时，他们的反应就会发生显著变化。

In the world of capuchins, grapes are luxury goods (and much preferable to cucumbers). So when one monkey was handed a grape in exchange for her token, the second was reluctant to hand hers over for a mere piece of cucumber. And if one received a grape without having to provide her token in exchange at all, the other either tossed her own token at the researcher or out of the chamber, or refused to accept the slice of cucumber. Indeed, the mere presence of a grape in the other chamber (in the absence of an actual monkey able to eat it) was enough to induce sullen behaviour in a female capuchin.

在卷尾猴的世界中，葡萄属于奢侈品（比黄瓜更得到喜爱）。因此，如果一只母猴用石头得到一颗葡萄，第二只母猴就不情以自己的石头交换区区一片黄瓜。而如果一只猴子根本没用石头就得到了一颗葡萄，其他的母猴

不是把自己的石头扔向研究人员或者扔出隔间，就是拒绝受黄瓜。实际上，仅仅在另一隔间中放上一颗葡萄（而没有只猴子来吃），就足以让母猴闷闷不乐了。

Dr Brosnan and Dr de Waal report that such behaviour is unusual in their trained monkeys. During two years of bartering prior to these experiments, failure to exchange tokens for food occurred in fewer than 5% of trials. And what made the behaviour even more extraordinary was that these monkeys forfeited food that they could see—and which they would have readily accepted in almost any other set of circumstances.

布鲁斯南博士和德 • 瓦尔博士在实验报告中称这样的行为在他们训练的猴子中并不常见。这些实验之前两年的物物交换中，石头换食物的失败比率仅有不到 5%。让这样的行为更加不可思议的是母猴们丢掉了眼前的食物——而几乎在其他所有情况下，她们都会欣然接受。

The researchers suggest that capuchin monkeys, like humans, are guided by social emotions. In the wild, they are a co-operative, group-living species. Such co-operation is likely to be stable only when each animal feels it is not being cheated. Feelings of righteous indignation, it seems, are not the preserve of people alone. Refusing a lesser reward completely makes these feelings abundantly clear to other members of the group. However, whether such a sense of fairness evolved independently in capuchins and humans, or whether it stems from the common ancestor that the species had 35m years ago, is, as yet, an unanswered question.

两位科学家认为，卷尾猴同人类一样，也受到社会情绪的控制。在野外生存条件下，卷尾猴是合作生活的群居物种，这样的合作很可能只有在每个动物个体都感到自己没受到背叛的情况下才可能稳定维系。义愤填膺看来并不是人类的特权。拒绝较小的奖励把这样的感受对猴群其他个体表现得一清二楚。然而，这样的公平意识是在卷尾猴和人类中各自独立发展，还是起源于 3500 万年前的共同祖先，答案仍有待解开。■ (译者：**rhineyuan)**

The evolution of English
英语的进化

Talking down 越说越通俗的英语

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IN 1896, William Jennings Bryan, a three-time candidate for the American presidency, gave a speech on a relatively dry financial topic, criticising the gold standard. But his rhetoric was for the ages: "You shall not press down upon the brow of labour this crown of thorns, you shall not crucify mankind upon a cross of gold!"

1896 年，参选三次的美国总统候选人威廉 • 詹宁斯 • 布莱恩就一个相对枯燥的财政话题发表演讲——批评金本位货币制度。而他的修辞是那个年代特有的：" 你们不该把带刺的王冠压在劳动人民的额头上，你们也不该将人类钉死在金本位的十字架上！ "

Just over a hundred years later Sam Brownback, arguing for war against Iraq in a speech to the American Senate, said, "We go at Iraq and it says to countries that support terrorists, there remain six in the world that are as our definition state sponsors of terrorists, you say to those countries: 'We are serious about terrorism, we're serious about you not supporting terrorism on your own soil'."

恰恰在一百多年之后，萨姆 • 布朗贝克在对美国参议院发表演讲为伊拉克战争辩护时说：" 我们进军伊拉克，这件事告诉那些支持恐怖分子的国家一个道理，按照我们的定义，全球还有六个国家属于恐怖分子的援助国。我们告诉这些国家的道理就是：" 对于恐怖主义，我们是要动真格的；对你们不在自己的国土上为恐怖主义提供支持



这件事，我们的态度是认真的。"

What happened over the 20th century? Americans (and, to a lesser extent, Britons) no longer expect public figures, whether in oratory or in writing, to command the English language with skill and flair. Nor do they aspire to such command themselves. John McWhorter, a linguist and controversialist of mixed liberal and conservative views, sees the triumph of 1960s counterculture as responsible for the decline of formal English.

20 世纪发生了什么？美国人（包括英国人，只是程度稍轻）不再期待公众人物能娴熟地运用技巧和文采在演讲或写作中驾驭英语，而公众人物也不这么要求自己。约翰 • 麦克怀特是一位好辩论的语言学家，他的观点混杂着保守派和自由派的看法。他认为 20 世纪 60 年代的反传统文化是正式英语衰退的原因。

Blaming the permissive 1960s is nothing new, but this is not yet another screed against the decline in education. Mr McWhorter's academic speciality is language history and change, and he sees the gradual disappearance of "whom", for example, to be natural and no more lamentable than the loss of the case-endings of Beowulf-era English.

怪罪于放纵的 60 年代并不新鲜，而这并不是另一本批评教育滑坡的长篇大论。麦克怀特先生的学术专长是语言史与语言变化，他认为像 'whom' 这样的词逐渐消失是正常的，这并不会比贝奥武甫时代英语中的词格尾缀消失更令人惋惜。

But the cult of the authentic and the personal, "doing our own thing", has spelt the death of formal speech, writing, poetry and music. While even the modestly educated sought an elevated tone when they put pen to paper before the 1960s, even the most well regarded writing since then has sought to capture spoken English on the page. Equally, in poetry, the highly personal, performative genre is the only form that could claim real vibrancy. In both oral and written English, talking is triumphing over speaking, spontaneity over craft.

然而，" 做我们自己的事 " 这一对事物真实性和个人化的狂热信仰，已经为正式的演讲、写作、诗歌和音乐画上了句号。在 60 年代以前，哪怕仅受过一般教育的人在下笔时都要寻求一种高雅的腔调。但在那之后，即使是最文雅的文章在落笔时也要口语化。同样，在诗歌领域，只有高度个人化和富有表现力的文学形式才是真正具有活力的。无论在口语还是书面语中，谈天说地胜过了正式演说，即兴发挥比精心准备更受欢迎。

Illustrated with an entertaining array of examples from both high and low culture, the trend that Mr McWhorter documents is unmistakable. But it is less clear, to take the question of his subtitle, why we should, like, care. As a linguist, he acknowledges that all varieties of human language, including non-standard ones like Black English, can be powerfully expressive—there exists no language or dialect in the world that cannot convey complex ideas. He is not arguing, as many do, that we can no longer think straight because we do not talk proper.

麦克怀特先生从上层和下层文化中分别列举了一系列有趣的例子。从中我们可以看出，他所记录的这种趋势是十分明确的。而至于其副标题所提的问题：为什么我们应该、喜欢或在意？答案还不够明确。作为一位语言学家，他承认所有人类语言，包括那些非标准的语言如黑人英语，都具有极强的表达能力：世上不存在无法传达复杂思想的语言或方言。与大多数人不同的是，麦克怀特先生并不认为说话方式不规范就会使我们不能正确地思考。

Russians have a deep love for their own language and carry large chunks of memorised poetry in their heads, while Italian politicians tend to elaborate oratory that would seem anachronistic to most English-speakers. Mr McWhorter acknowledges that formal language is not strictly necessary, and proposes no radical education reforms—he is really bemoaning the loss of something beautiful more than useful. We now take our English "on paper plates instead of china". A shame, perhaps, but probably an inevitable one.

俄国人深爱自己的语言，他们脑中都存着大量诗歌；意大利政治家倾向于精心推敲自己的演讲，而这在多数说英语的人看来是落伍的行为。麦克怀特先生承认正式语言不是完全必需的，他也并没有提出激进的教育改革：他其实是在为那些美丽而不那么实用的东西的丧失而惋惜。我们正“用纸盘子而不是瓷盘子”享用我们的英语。这也许让人惭愧，但很可能已不可避免。■ (译者：**icefirepipa)**

Surnames
姓氏

As easy as ZYX “易”如反“序”

Aug 30th 2001 From The Economist print edition

It is time to stand up for the alphabetically disadvantaged
为受字母表顺序所困的弱势群体说话，此其时也

OVER the past century, all kinds of unfairness and discrimination have been denounced or made illegal. But one insidious form continues to thrive: alphabetism. This, for those as yet unaware of such a sad affliction, refers to discrimination against those whose surnames begin with a letter in the lower half of the alphabet.

近百年来，各种不公、各式歧视都饱受谴责，或被定为非法。但是还有一种形式却不为察觉，继续猖狂：字母表主义。如果您还没有意识到这种悲剧，好吧：字母表主义是指对姓氏首字母排在字母表后半部分之人的歧视行为。

It has long been known that a taxi firm called AAAA cars has a big advantage over Zodiac cars when customers thumb through their phone directories. Less well known is the advantage that Adam Abbott has in life over Zoe Zysman. English names are fairly evenly spread between the halves of the alphabet. Yet a suspiciously large number of top people have surnames beginning with letters between A and K.

长久以来，大家都知道顾客翻阅电话号码薄时，AAAA 汽车公司可是比 Zodiac 汽车公司占尽了天机。可是却鲜有人了解，Adam Abbott 的一辈子都可是比 Zoe Zysman 占更大便宜。英文名在字母表前后两部分均等分布。但是上层人物中 A 到 K 打头姓氏的人数之多，未免让人浮想联翩。

Thus the American president and vice-president have surnames starting with B and C respectively; and 26 of George Bush's predecessors (including his father) had surnames in the first half of the alphabet against just 16 in the second half. Even more striking, six of the seven heads of government of the G7 rich countries are alphabetically advantaged (Berlusconi, Blair, Bush, Chirac, Chrétien and Koizumi). The world's three top central bankers (Greenspan, Duisenberg and Hayami) are all close to the top of the alphabet, even if one of them really uses Japanese characters. As are the world's five richest men (Gates, Buffett, Allen, Ellison and Albrecht). To cap it all, the editor, deputy editor and chief executive of The Economist are blessed with surnames starting with E, C and A respectively.

因此，美国正副总统姓氏分别以 B 和 C 打头，乔治 . 布什包括其父在内的前任中，26 位姓氏处于音序上半部分，处在下半的仅有 16 人。更引人注意的是，G7 富国中六位都是在音序表中占据地利（Berlusconi- 贝卢斯科尼，Blair- 布莱尔，Bush- 布什，Chirac- 希拉克，Chrétien- 克雷蒂安和 Koizumi 小泉纯一郎）。世界三大央行行长（Greenspan- 格林斯潘，Duisenberg- 杜伊森贝赫和 Hayami- 速水优）姓氏首字母也都靠近开头，虽然速水优实际上使用日文。同样，还有世界五大富豪（Gates- 盖茨，Buffett- 巴菲特，Allen- 艾伦，Ellison- 埃利森和 Albrecht- 阿尔布利齐）。更让人发指的是，《经济学人》主编、副主编和总裁都有得天独厚的姓氏：E 氏、C 氏和 A 氏。



Can this merely be coincidence? One theory, dreamt up in all the spare time enjoyed by the alphabetically disadvantaged, is that the rot sets in early. At the start of the first year in infant school, teachers seat pupils alphabetically from the front, to make it easier to remember their names. So short-sighted Zysman junior gets stuck in the back row, and is rarely asked the improving questions posed by those insensitive teachers. At the time the alphabetically disadvantaged may think they have had a lucky escape. Yet the result may be worse qualifications, because they get less individual attention, as well as less confidence in speaking publicly.

仅仅是巧合吗？劣姓一族打发时间苦苦冥想得出结论：倒霉事儿从小开始。小时候上学一年级伊始，老师为了好记学生名字，把他们按字母顺序从前向后排列。于是，近视眼小 Zysman 就被卡在了后排，感觉迟钝的老师们提出进阶性问题时很少点他。当时，劣性一族可能还觉得自己逃过一劫，何其走运。然而结果可能却是自己水平较低，因为他们得到的关注少，同时在公共场合讲话也没那么自信。

The humiliation continues. At university graduation ceremonies, the ABCs proudly get their awards first; by the time they reach the Zysmans most people are literally having a ZZZ. Shortlists for job interviews, election ballot papers, lists of conference speakers and attendees: all tend to be drawn up alphabetically, and their recipients lose interest as they plough through them. Joint authors of economic papers are listed under the name that falls first in the alphabet.

还有更羞辱的事儿呢。大学毕业典礼上，优姓一族通常最先得到奖励；而到小 Z 们的时候，大部分人其实已经 ZZZ 打起了鼾。工作面试候选名单，选举投票，会议发言人和与会名单，都按照字母表顺序排列，读者看着看着就没了兴趣。经济学论文联合作者，也是按照姓氏首字母靠前的学者姓名排列。

What is to be done? Awkward though it may be for the independent-minded, women can at least achieve alphabetic advancement by marrying “up”. Thus Ms Zysman could become Mrs Abbott. But by adulthood the damage has already been done. Parents could change their names to give their children a better start in life. But a class made up only of little Aarons and Abbotts could be horribly confusing.

我们能做些什么呢？虽然主张自力更生的人们觉得尴尬，但是女性至少可以嫁入“姓氏豪门”，取得音序优势。这样 Zysman 女士可能能成为 Abbott 夫人。然而成年改姓，为时已晚。做父母的可以改姓，让孩子赢在起跑线上。可是一个班上上上下下全是小 Aaron，小 Abbott，恐怕得让人分不清东西南北了。

It would be hard, perhaps impossible, to stop alphabetism. But do not give up hope, all you Ps, Qs and Ws. The alphabetically disadvantaged may not become presidents, central bankers or rich, but they seem to thrive at running firms. Nine of the world’s ten biggest companies (by revenues) are run by bosses with names that begin in the second half of the alphabet. An old theory thus gains credence. Only those who have battled against the odds will really make it in business.

消除音序主义恐怕很难，甚至是天方夜谭。但是小 P 们小 Q 们小 W 们，别灰心哦。劣姓伙计们可能当不了总统，成不了央行行长，也敛不了大钱，但是他们开公司看起来倒是蛮在行。世界按收入位居前十的公司，九家老板姓氏首字母都排在字母表后半段。这验证了一句老话：生意场上不经历风雨，怎能见彩虹呐。

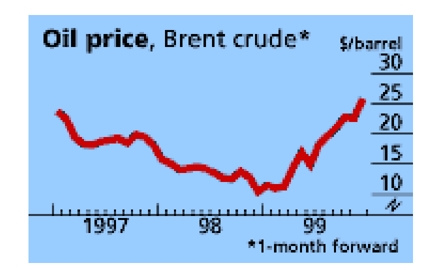
■ (译者：**rhineyuan)**

Oil's pleasant surprise
石油惊喜

Oil's pleasant surprise 石油惊喜

Nov 25th 1999 From The Economist print edition

It seems that oil-price shocks are less shocking than they used to be
看起来石油危机没有以往那般骇人



COULD the bad old days of stagflation be about to return? Since OPEC agreed to supply-cuts in March, the price of crude oil has jumped to almost $26 a barrel, up from less than $10 last December and its highest since the Gulf war in 1991. This near-tripling of oil prices evokes scary memories of the 1973 oil shock, when prices quadrupled, and 1979-80, when they also almost tripled. Both previous shocks resulted in double-digit inflation and global recession. So where are the headlines warning of gloom and doom this time?

旧日滞涨会重现吗？从 3 月石油输出国组织（OPEC）同意减产以来，原油价格从去年 12 月份不到 10 美元一桶暴涨至近 26 美元一桶，创出 1991 年海湾战争以来的最高值。几乎涨了两倍的油价唤起人们对 1973 年石油危机的恐怖回忆，当时油价涨了三倍。接着，在 1979 年到 1980 年间，油价几乎又涨了两倍。这两次石油危机都导致两位数的通胀和全球衰退。这一次，那些警告人们前路暗淡、厄运将至的报刊大标题都到哪儿去了？

Their absence is even more striking given that, at the start of the year, many commentators (including, rather prominently, this newspaper) expected prices to fall, not rise. OPEC's agreement to cut output has so far proved more durable than many predicted. The oil price was given another nudge up this week when Iraq suspended oil exports in a showdown with the UN over sanctions. Strengthening economic growth, at the same time as winter grips the northern hemisphere, could push the price higher still in the short term.

没有——这更令人讶异。考虑到年初时，许多评论员（包括特别是本刊）都预计油价将会下跌，而非上涨。OPEC 减产协议迄今被证实比许多人预料的更持久。适逢伊拉克以暂停石油出口来对决联合国制裁，本周油价再微涨。走强的经济增长以及笼罩北半球的严冬，可能在短期内进一步推高油价。

Yet there are good reasons to expect the economic consequences now to be less severe than in the 1970s. The sharp rise in oil prices follows an equally sharp collapse over the previous two years, when prices fell by more than half to their lowest level in real terms since before the 1973 shock. Even now, prices are not much higher than in early 1997.

然而，有合理的原因来预期目前的经济后果将不像 1970 年代那样严重。现在的油价急升紧随前两年的同幅急跌，那时跌幅过半，实值降到自 1973 年石油危机前算起的最低水平。即便现在，油价也没比 1997 年初高多少。

Moreover, in most countries the cost of crude oil now accounts for a smaller share of the price of petrol than it did in the 1970s. In Europe, taxes account for up to four-fifths of the retail price, so even quite big changes in the price of crude have a more muted effect on pump prices than in the past.

此外，在大多数国家，原油成本在汽油价格中的份额也较 1970 年代小。在欧洲，税额占零售油品价格的 4/5，所以即便原油价格大幅变化，对油品零售价格的影响也比从前缓和。

Rich economies are also less dependent on oil than they were, and so less sensitive to swings in the oil price. Energy conservation, a shift to other fuels and a decline in the importance of heavy, energy-

intensive industries have reduced oil consumption. Software, consultancy and mobile telephones use far less oil than steel or car production. For each dollar of GDP (in constant prices) rich economies now use nearly 50% less oil than in 1973. The OECD estimates in its latest Economic Outlook that, if oil prices averaged $22 a barrel for a full year, compared with $13 in 1998, this would increase the oil import bill in rich economies by only 0.25-0.5% of GDP. That is less than one-quarter of the income loss in 1974 or 1980. On the other hand, oil-importing emerging economies—to which heavy industry has shifted—have become more energy-intensive, and so could be more seriously squeezed.

富裕经济体对石油的依赖也比从前要少，从而也减少了其对油价波动的敏感性。能源节约、寻求其他能源以及能源密集型重工业之重要性的下降都减少了石油消费。软件，咨询和手机业消耗石油比钢铁和汽车生产要少得多。创造单位美元 GDP（以不变价格计），富裕经济体现在比 1973 年少用近 50% 的石油。OECD 在其最新的经济展望中预计，如果全年的油价平均水平为 22 美元一桶而不是 1998 年的 13 美元一桶，则富裕经济体在进口石油方面的额外支出仅占其 GDP 的 0.25-0.5%。这不足 1974 年或 1980 年收入损失的 1/4。另一方面，石油进口新兴经济体 —— 重工业转移的目的地 —— 已变得更加能源密集，从而其可能遭受更严重的挤压。

The impact on the output of oil-importing countries also depends on whether oil producers save or spend their windfalls. In 1973 and 1979 many OPEC countries already had current-account surpluses, and most of their extra oil revenues were saved. Today, many have large current-account deficits (Saudi Arabia's hit 10% of GDP last year). Cash-strapped producers are more likely to spend their windfalls on imports from rich countries.

对石油进口国产出的影响还取决于石油生产国把钱存起来还是花出去。1973 年和 1979 年许多 OPEC 成员国已有经常项目盈余，而且其大部分额外石油收入被存起来。今天，许多这样的国家有巨大的经常项目赤字（去年，沙特阿拉伯赤字达 GDP 的 10%）。现金寥寥的石油生产国更可能把他们的钱花在进口富裕国家的商品上。

One more reason not to lose sleep over the surge in oil prices is that, unlike the rises in the 1970s, it has not occurred against the backdrop of general commodity-price inflation and global excess demand. A sizeable chunk of the world is only just emerging from recession. The Economist's commodity price index is broadly unchanged from a year ago. In 1973 commodity prices jumped by 70%, and in 1979 by almost 30%.

另一个不必为油价激增而担心的原因是：不像 1970 年代的油价高涨，这次没有发生在总体物价膨胀与全球需求过量的背景之下；全球相当大范围刚刚摆脱衰退；《经济学人》的商品价格指数较去年大体不变。而 1973 年商品价格暴涨了 70%，1979 年则涨了近 30%。

Refining the argument
提炼观点

Even if the impact will be more modest than in the past, dearer oil will still leave some mark. Inflation will be higher and output lower than they would be otherwise. The OECD's rule of thumb is that a $10 increase, if sustained for a year, would increase the inflation rate in rich economies by about half a percentage point and knock about a quarter-point off growth.

即使此次影响将较以往更温和，高油价仍将留下些许印记。通胀将更高，并且产出将低于对应的升幅。OECD 的经验法则是一个 10 美元的涨幅，倘若持续一年，就会把富裕经济体的通胀增加约 0.5%，同时增长降低约 0.25%。

The impact of higher oil prices varies by country too. Perhaps the biggest risk is in America, where rising oil prices may push the inflation rate higher than is currently predicted. The slide in oil prices in recent years was one of the main factors that helped to hold down American inflation, so prolonging the country's long economic expansion. That positive factor is now going into reverse. Higher oil prices have already helped to lift America's inflation rate to 2.6% in October, up from 1.5% a year ago; the

latest rise in oil prices could well push it above 3%. The core inflation rate remains relatively subdued, but headline inflation could still spill into wages and hence other prices. If it does, the Fed might be forced to raise interest rates by more than is now forecast. So OPEC could yet do more damage than most people expect.

更高油价的影响因国而异。或许最大的风险在美国，那里油价上涨可能推高通胀率，使其高过当前预期。近年的油价下滑是压制美国通胀的主要因素之一， 从而延续美国的长期经济扩张。该积极因素现在转向反面。更高的油价已促使美国通胀率在 8 月升至 2.6%，而一年前为 1.5%，最近的油价上涨可能把这一数字推高至 3% 之上。核心通胀率仍保持相对缓和，但媒体敏感通胀可能依旧会推高工资乃至其他价格。如果这样，美联储或许被迫以超过目前预期的幅度加息。所以说 OPEC 迟早可能造成超过大多数人预料的破坏。■ (译者：蓝冰)

Demography, growth and the environment
人口，发展与环境

Falling fertility 正在下降的生育率

Oct 29th 2009 From The Economist print edition

Astonishing falls in the fertility rate are bringing with them big benefits
生育率的大幅下降正在带来巨大的好处



THOMAS MALTHUS first published his “Essay on the Principle of Population”, in which he forecast that population growth would outstrip the world’s food supply, in 1798. His timing was unfortunate, for something started happening around then which made nonsense of his ideas. As industrialisation swept through what is now the developed world, fertility fell sharply, first in France, then in Britain, then throughout Europe and America. When people got richer, families got smaller; and as families got smaller, people got richer.

托马斯 • 马尔萨斯早在 1798 年发表的《人口论》中预测，人口的的增长将超过世界粮食供应能力。他选择的时机很不顺，从那时开始， 事情的发展并不是他说的那样。随着工业化的迅速蔓延而诞生的发达国家中，生育率急剧下降的现象首先在法国发生，然后是英国，后来遍及整个欧美。当人们生活变好时，家庭规模变小；当家庭规模变小时，生活变得更好。

Now, something similar is happening in developing countries. Fertility is falling and families are shrinking in places— such as Brazil, Indonesia, and even parts of India—that people think of as teeming with children. As our briefing shows, the fertility rate of half the world is now 2.1 or less—the magic number that is consistent with a stable population and is usually called “the replacement rate of fertility”. Sometime between 2020 and 2050 the world’s fertility rate will fall below the global replacement rate.

目前，类似的情况正发生在发展中国家。生育率下降，小规模家庭随处可见，例如在巴西， 印尼，甚至是在崇尚多子多孙的印度部分地区。正如我们在精粹中所展示的，世界上一半的地区，目前的生育率是 2.1 或者更少，这个数字和在一个稳定的人口基数上通常称为 " 生育替代率 " 的数字是一致的。2020 年到 2050 年之间的某一年，世界人口出生率将低于全球生育替代率。

At a time when Malthusian worries are resurgent and people fear the consequences for an overcrowded planet, the decline in fertility is surprising and somewhat reassuring. It means that worries



about a population explosion are themselves being exploded—and it carries a lesson about how to solve the problems of climate change.

正当马尔萨斯灾难主义重新抬头，人们担心一个过度拥挤的地球带来的恶果时，生育率的下降令人十分意外的同时也感到了一丝慰藉。这意味着马尔萨斯对人口爆炸的担心不攻自破了，这为如何解决气候变化问题提供了一个解决之道。

Worth a bundle
一揽子都受益

Today's fall in fertility is both very large and very fast. Poor countries are racing through the same demographic transition as rich ones, starting at an earlier stage of development and moving more quickly. The transition from a rate of five to that of two, which took 130 years to happen in Britain—from 1800 to 1930—took just 20 years—from 1965 to 1985—in South Korea. Mothers in developing countries today can expect to have three children. Their mothers had six. In some countries the speed of decline in the fertility rate has been astonishing. In Iran, it dropped from seven in 1984 to 1.9 in 2006—and to just 1.5 in Tehran. That is about as fast as social change can happen.

如今，生育率不仅下降的幅度大，而且速度快。穷国和富国一样都飞速经历着人口过渡的进程，并且来的更早，更快。这种过渡过程从 5 降到 2，在英国从 1800 到 1930，走了 130 年的时间，而韩国只用了从 1965 年至 1985 年的 20 年时间。 如今，发展中国家的妈妈平均生育三个孩子。而她们自己的妈妈平均是六个。 在一些国家，生育率下降的速度是十分惊人的。在伊朗，从 1984 年的 7 下降到 2006 年的 1.9，而德黑兰降到了只有 1.5。社会的变化就是这么快。

Falling fertility in poor and middle-income societies is a boon in and of itself. It means that, for the first time, the majority of mothers are having the number of children they want, which seems to be—as best one can judge—two. (China is an exception: its fall in fertility has been coerced.)

下降的生育率对中低收入的社会乃至生育率本身都是一种福利。这意味着，最开始，大多数的妈妈都能拥有理想数目的孩子，这个最理想的数目，大概就是两个。（中国例外：它的生育率下降是由于强制计划生育。）

It is also a boon in what it represents, which is greater security for billions of vulnerable people. Subsistence farmers, who live off their harvest and risk falling victim to rapine or drought, can depend only on themselves and their children. For them, a family of eight may be the only insurance against disaster. But for the new middle classes of China, India or Brazil, with factory jobs, cars and bank accounts, the problems of extreme insecurity lie in the past. For them, a child may be a joy, a liability or an accident—but not an insurance policy.

这也是对它所代表的人的一种福祉，它代表着数十亿弱势群体的更大的安全。勉强维持生计的农民，这些依靠收成生活，冒着成为天灾或人祸的牺牲品的风险生活的人们，只能依靠自己和自己的子女。对他们来说，一个家庭中得有八个成员可能才是对付灾难唯一的保险。但对于今天的中国、印度还有巴西的新中产阶级来说，有工厂的工作，汽车和银行存款，极端不安全的问题已经成为过去。对他们来说，生一个孩子可能是一件乐事，一种义务，或者一次意外，但不是一张保单。

And falling fertility is a boon for what it makes possible, which is economic growth. Demography used to be thought of as neutral for growth. But that was because, until the 1990s, there were few developing countries with records of declining fertility and rising incomes. Now there are dozens and they show that as countries move from large families and poverty into wealth and ageing they pass through a Goldilocks period: a generation or two in which fertility is neither too high nor too low and in which there are few dependent children, few dependent grandparents—and a bulge of adults in the middle who, if conditions are right, make the factories hum. For countries in demographic transition, the

fall to replacement fertility is a unique and precious opportunity.

另外，生育率下降对一件事可能是利好消息，那就是经济增长。人口统计学曾经作为经济增长的中立思想。但是，那是因为 20 世纪 90 年代之前，很少有发展中国家有生育率水平下降而收入增加的记录。现在有几十个这样的国家了，它们表明，随着国家摆脱贫困的大家庭变成富有的长辈，他们经历一个金发女孩时期 (译者注 : 温和时期): 接下来的一两代人中，生育率既不过高也不过低，大部分的成年人都是夹在中间，不需要养活很多子女，没有需要供养的父母，如果条件合适，工厂的隆隆声就会生生不息。对于正经历人口过渡过程的国家，生育率下降到生育替代率的时候，是个独特并宝贵的机会。

Another inconvenient truth
另一个难以忽视的真相

Nonsense, say Malthus's heirs. All this misses the point: there are too many people for the Earth's fragile ecosystems. It is time to stop—and ideally reverse—the population increase. To celebrate falling fertility is like congratulating the captain of the Titanic on heading towards the iceberg more slowly.

" 一派胡言 "，马尔萨斯学派的继承者们说。所有这一切都忽略了一点：对于脆弱的地球生态系统来说，现在的人太多了。现在是人口停止增长和理想的负增长的时候了。庆祝出生率下降就像是在祝贺泰坦尼克号的船长，泰坦尼克号正在更慢的驶向冰山。

The Malthusians are right that the world's population is still increasing and can do a lot more environmental damage before it peaks at just over 9 billion in 2050. That will certainly be the case if poor, fast-growing countries follow the economic trajectories of those in the rich world. The poorest Africans and Asians produce 0.1 tonnes of CO_2 each a year, compared with 20 tonnes for each American. Growth is helping hundreds of millions to escape grinding poverty. But if the poor copy the pattern of wealth creation that made Europe and America rich, they will eat up as many resources as the Americans do, with grim consequences for the planet. What's more, the parts of the world where populations are growing fastest are also those most vulnerable to climate change, and a rising population will exacerbate the consequences of global warming—water shortages, mass migration, declining food yields.

马尔萨斯是正确的，在达到超过 90 亿人口的 2050 年前，世界人口仍在增长，并且可以继续对环境造成更大的破坏。如果贫穷，发展迅速的国家按照富裕国家的经济发展轨迹发展下去，必定将是这个情况。最贫穷的非洲人和亚洲人每年产生 0.1 公吨的二氧化碳，相当于每个美国人每年产生 20 公吨的二氧化碳。经济增长正在帮助数亿人摆脱赤贫。但是，如果穷国复制欧美国家致富的模式，他们会消耗掉跟美国人一样多的资源，对地球带来可怕的后果。更严重的是，在世界上人口增长速度最快的地区，也是最难以抵御气候变化的地区，还有人口的增长将加剧全球变暖的后果，水资源短缺、大规模移民以及粮食产量下降。

In principle, there are three ways of limiting human environmental impacts: through population policy, technology and governance. The first of those does not offer much scope. Population growth is already slowing almost as fast as it naturally could. Easier access to family planning, especially in Africa, could probably lower its expected peak from around 9 billion to perhaps 8.5 billion. Only Chinese-style coercion would bring it down much below that; and forcing poor people to have fewer children than they want because the rich consume too many of the world's resources would be immoral.

原则上，有三种方式限制人类活动对环境的影响: 通过人口政策，技术和管理。其中第一个没有更为广阔的视野。人口增长的速度已经慢到像它自然的那样。更容易获得的，尤其是在非洲计划生育，或许可以降低其从预计将达到的 90 亿峰值，降到 85 亿。只有中国式的强制政策会使其大大低于这个值；但迫使穷人少生孩子，因为他们希望富人占有世界上更多的资源，是不道德的。



If population policy can do little more to alleviate environmental damage, then the human race will have to rely on technology and governance to shift the world's economy towards cleaner growth. Mankind needs to develop more and cheaper technologies that can enable people to enjoy the fruits of economic growth without destroying the planet's natural capital. That's not going to happen unless governments both use carbon pricing and other policies to encourage investment in those technologies and constrain the damage that economic development does to biodiversity.

如果人口政策可以做多一些以减轻人口对环境的损害，那么人类将要把发展世界经济从依靠技术和管理的方式转向更绿色的方式。人类需要发展更多和更便宜的技术，可以使人们能够享受到不破坏地球的自然资本对经济增长的成果。这不现实，除非各国政府都使用碳定价和其他政策，以鼓励这些技术的投资，并且制约经济发展会对生物多样性造成的损害。

Falling fertility may be making poor people's lives better, but it cannot save the Earth. That lies in our own hands.

生育率下降可能使贫困的人们的生活得更美好，但生育率不能拯救地球。拯救地球要靠我们主动采取行动。

■（译者：**tom**）

Climate change
气候变化

Hot under the collar 怒“火”中烧

Nov 17th 2005 From The Economist print edition

Britain has had an easy ride on cutting carbon emissions. Not any more
英国减排一向顺利——到头咯

ONE of the Labour Party's many transformations during Tony Blair's leadership was its conversion to environmentalism. A party with its roots in dirty, heavy industry such as coal-mines and blast-furnaces presented itself as an eco-friendly guardian of the planet's future. The most visible form of this was a commitment, in Labour's 1997 manifesto, to cut 20% off British greenhouse-gas emissions by 2010 compared with their 1990 levels. That went above and beyond the 12.5% required by the Kyoto treaty.

托尼 • 布莱尔领导期间，工党诸多转型之一就是转投环保主义。这一植根煤矿高炉此等肮脏重工业的政党，把自己打造成了地球未来的环保卫士。最明显的表现是在工党 1997 年声明中，承诺到 2010 年，将英国温室气体排放在 1990 年水平上降低 20%。这可是远远超出了《京都协议书》要求的 12.5%。

This pledge has been repeated as recently as the last election, but the promises have not stood up to reality. Since 1999, British greenhouse-gas emissions have been broadly unchanged. Disillusionment among environmentalists has gradually given way to an anger which found an attention-grabbing means of expression this week, when Greenpeace dumped a lorry-load of coal outside Downing Street. Stephen Tindale, its boss and a former government adviser, accused Mr Blair of empty rhetoric. The WWF went further, claiming that Mr Blair's policies sounded identical to those of George Bush—the eco-worrier's nastiest insult.

就在最近的竞选中，这一承诺还被反复强调，但却未能经得住现实的考验。1999 年来，英国的温室气体排放大体并无改变。环保人士幻想破灭，逐渐燃起怒火，这周用引人注目的方式加以宣泄：绿色和平组织将一卡车的煤倒在了唐宁街外。身为前政府顾问的执行总裁史蒂芬 • 丁代尔谴责布莱尔只会夸夸其谈。世界野生动物基金会更是咄咄逼人，称布莱尔的政策听起来同乔治 • 布什如出一辙 —— 这可是环保人士最不客气的侮辱了。

So far, Britain has had an easy ride cutting emissions. The rhythm of technological change and relatively painless policy choices have helped put the country on course to meet its Kyoto obligations. In an attempt to rescue the 20% target, ministers have ordered a policy review, which the Guardian obtained this week. The review, to be formally published next year, acknowledged that cutting emissions further will be hard.

迄今为止，英国减排一路绿灯。技术沿革合拍，政策选择相对无关痛痒，帮助英国向京都协议安然迈进。为拯救 20% 的减排目标，诸位部长命令进行政策评审，文件为本周《卫报》得到。将于明年正式出版的评审书中承认，继续向深推进减排并非易事。

Power generation is a good example of why. The government's “flagship policy” on climate change has been to offer subsidies to renewable energy. But much of the cut in emissions predates these handouts and owed more to economy than ecology. Newly liberalised electricity firms replaced old, dirty coal-fired power plants with new, clean gas-fired ones in the “dash for gas” in the 1990s because they were cheaper, not because they were cleaner—that was just a happy coincidence. Indeed, part of the reason for modest emissions rises in the past two years is that high gas prices have prompted some companies to switch back to coal.

发电就很好地解释了其中原因。政府对气候变化的“旗舰政策”一直以来都是对使用可再生能源提供补助。然而其中减排大部分都发生在这些政策施行之前，更多是出于经济——而非生态——因素考虑。20 世纪 90 年代“冲刺天然气”过程中，新开放的电力公司以洁净的新天然气发电厂代替了从前肮脏的煤电厂，因为天然气价格更为低廉，而非更加清洁——这不过“可巧”罢了。其实近两年来排量略有上升，也有天然气价格昂贵的缘故，一些公司因此再度改用煤电。

More gas power plants (and possibly nuclear ones, too) will eventually be built, but not fast enough to rescue the government from its difficulties. Renewables will help, too, but wind farms are often unpopular with local residents, and with the public finances looking sickly, call for an extravagant subsidy (forecast to reach £1 billion—$1.72 billion—a year by 2010).

最终，更多的天然气发电厂（可能还有核电厂）将会建立，但是也来不及救政府于水火。可再生能源也能助一臂之力，但是风力发电厂可不怎么受当地居民欢迎，加之公共财政不景气，还有声音要求大幅补贴（预测至 2010 年将达到每年 10 亿英镑，即 17.2 亿美元。）

Industry already bears the brunt of Britain's climate commitments through the Climate Change Levy, a tax on energy use, and the European Emissions Trading Scheme (ETS), which allocates tradable emissions limits for firms. Introducing new restrictions will be politically difficult. Ministers tacitly acknowledged as much last year, when they bowed to industry pressure to seek a rise in Britain's European emissions allowances.

在对能源使用征收的气候变化税和分配公司交易排放额度的欧盟排放贸易计划（ETS）监管下，工业已经承受英国减排承诺带来的重击。再引入新限制，政策上很难行得通。诸位部长去年迫于工业界压力争取增加英国在欧洲的排放配额，就已经心照不宣承认了这点。

So, too, in transport, where emissions have risen by 10% since 1990 and which now accounts for a quarter of Britain's greenhouse-gas output. Most of the emissions come from road transport, but motorists face only weak incentives to buy carbon-friendly cars (the difference in road tax between the most and least efficient is only £115 a year). Labour has been scared of the road lobby ever since the fuel protests of 2000, which brought the country to a halt and ended the policy of annual fuel-tax rises—the one measure that might curb emissions. Ministers say they want to bring airlines into the ETS, but that would require Europe-wide co-operation.



交通方面也是如此：1990 年来排量上升 10%，现占英国温室气体排放的四分之一。交通排放大部分来自道路交通，但是鼓励驾驶员们购买碳环保汽车的措施却不值一提（能效差距最大的两种车一年的公路税差别也只有 115 英镑）。工党自 2000 年燃料抗议后，就一直不敢进行公路方面的游说，当时英国陷入停顿，每年的燃料税上涨政策也只能就此打住 —— 这恐怕是限制排量的唯一措施了。诸位部长称希望能将航空公司也归入 ETS，不过这需要欧洲全方位的合作。

Many greens pin their hopes on energy efficiency. Many people have already installed insulation and double-glazing, but more is to be done. Higher efficiency standards for new buildings will help, but will take many decades to affect the overall efficiency of Britain's dwellings and workplaces. Other savings from conservation tend to call for new habits, which William Blyth, an environmental analyst at Chatham House, reckons will make them difficult to realise. "People dislike the idea of changing their behaviour for an abstract idea," he says. "They like having the problem taken out of their hands." Others worry about the "rebound effect"—that, while conservation saves money, the gains are spent on such polluting activities as, say, holidaying abroad, which offset much of the environmental benefit.

许多环保人士寄希望于能源高效。许多人已经安装了绝缘和双层玻璃，但这些还远远不够。新建筑更高的能效标准的确有益，但是要影响到英国住宅和办公场所的整体效率还有待年月。自然资源保护的其他节约则要求人们养成新的习惯，而智库 " 查塔姆社 " 的环境分析师威廉 • 布莱斯认为这样就更难实现，他说：" 人们不喜欢为了一个抽象的理念而改变自己的行为，他们喜欢直接放手这样的问题。" 其他人则担心 " 反弹效应 "—— 也就是说，虽然保护自然环境过程中节约了金钱，但是其中所得却消费在出国旅游等污染性活动中，从而几乎抵消了环境效益。

Mr Blair's domestic reputation is not the only thing at stake. He has been using Britain's presidency of the G8 rich nations' club to harangue other global leaders on the need for a successor treaty to Kyoto. Preliminary discussions are due to begin later this month at a summit in Montreal. If Mr Blair cannot present a plausible plan to meet his domestic goals, he will be robbed of international credibility.

利害攸关的不仅是布莱尔在国内的名声。他利用英国在 G8 富国俱乐部轮值主席的机会，对别国领导大谈特谈《京都协议书》后续的需要。对此的初步讨论将于本月晚些时候在蒙特利尔的峰会上进行。如果布莱尔届时不能拿出合理的方案来实现国内目标，他在国际上的威望可就毁于一旦了。

That would be a blow for the prime minister, who is keen to play a part in the delicate negotiations for a new treaty. Besides, a lack of progress in the talks (which could outlast Mr Blair's premiership) would make it harder for him to impose the policies he needs to defend his domestic targets. Businesses will object to strict regulations without the prospect of their international competitors in America, China and India knuckling under. And while the public claims to be worried about climate change, its concern runs only so deep. A recent poll from the Stockholm Network, a group of European think-tanks, found that while 94% of Britons thought climate change was important, 62% put economic growth before carbon reduction. In other words, a unilateral carbon-reduction policy is unworkable.

这对一直热衷参与新协议书棘手谈判的首相先生来说将是不小的打击。此外，谈判不见进展（甚至可能拖到布莱尔任期之后），他就更没办法实施所需政策，来捍卫在国内制定的目标。各公司看不到美国、中国和印度的竞争对手服从政策的迹象，也将会对严格制度加以抵抗。公众虽然口口声声说自己担心气候变化，但也就是嘴上说说而已。欧洲智库组织 " 斯德哥尔摩网络 " 近期一次调查显示，虽然英国人 94% 认为气候变化举足轻重，62% 却将经济增长置于碳减排之前。换言之，单方面制定碳减排政策，根本无法运转。

A draft document is not the same thing as government policy, but the signs are not encouraging. The review has 58 separate recommendations, making it seem more a set of quick fixes than a coherent policy. These range from the sensible, but difficult (tightening ETS allocations) to gimmicks (stricter enforcement of speed limits on motorways). The draft admits that, even if all of them are

adopted, Britain may still miss its target. Mr Blair has been an evangelist on climate change. Now comes the big test of his resolve.

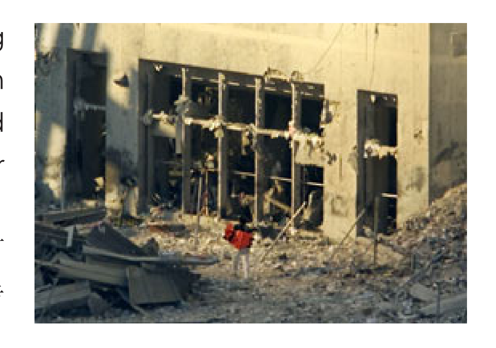
文件草案不能等同于政府政策，但是迹象并不乐观。评审包括 58 条不同的建议，看起来更像权宜之计的拼凑，而不像什么有条有理的政策。建议中有些有道理但却很难实施（加紧 ETS 配额），还有的纯属噱头（在机动车道上对车速进行更严格限制）。不过草案承认，就算所有建议都得到采纳，英国可能仍旧无法达到目标。布莱尔一直在为气候变化传教布道。现在，对他决心的严峻考验来了。■ (译者：**rhineyuan)**

The insurance industry
保险业

Pricing terror 对恐怖主义行为定价

Nov 17th 2005 From The Economist print edition

America's government still has a role to play in insuring against a big terrorist attack
美国政府仍然在为大型恐怖袭击提供保险中扮演重要角色



OF ALL the catastrophes that could befall America in coming years, a big terrorist attack, perhaps even bigger than those on September 11th 2001, may be more likely than others. Who would pay for the millions in property damage, business losses and other claims from such an attack?

在未来几年里所有有可能降临美国的灾难中，大型恐怖袭击（甚至可能超过 911 的规模）仍然是最有可能发生的。那么谁来为这些在恐怖袭击中数以百万计的直接财产损失、间接商业影响以及其它损失赔偿呢？

This is the question with which America's Congress is currently wrestling . The Terrorism Risk Insurance Act (TRIA) was passed as a temporary measure after September 11th to provide a government back-stop for the insurance industry in the event of a catastrophic attack. It now says government can step in when insured losses from a terrorist event top $5m. TRIA has helped to stabilise the market, and enabled insurers to continue offering terrorism-risk cover even after swallowing the big losses imposed by September 11th. But unless Congress acts fast, TRIA will expire at the end of the year. One likely result is the loss of terrorism-risk cover for thousands of firms and property owners. This, in turn, could disrupt businesses and make some commercial activity impossible. With modifications, TRIA should be extended.

这正是现在美国国会争论不休的热门议题。恐怖主义风险保险法案 (TRIA) 是 911 后通过的临时法案。此法案将政府定为遭受灾难性恐怖袭击后保险业的终极保障。现在的规定是政府可以介入损失超过 500 万美元的保险案例。恐怖主义风险保险法案有利于稳定市场，也使得保险公司在承受 911 带来的巨额保费损失后，可以继续为恐怖主义风险承保。但是除非国会行动迅速，否则此项法案将于本年底失效。一个很有可能的结果就是成千上万的公司和不动产业主会失去其恐怖主义风险保单的赔偿。然后，这会破坏整个市场经营者甚至导致某些商业行为中断。因此，恐怖主义风险保险法案在加以修改后必须继续实施。

The Bush administration has been opposed to extension. It has always seen TRIA as a short-term measure, and has argued that the private sector should assume sole responsibility for terrorism insurance. This is the right goal. A purely private solution would be best, lifting any future burden from the taxpayer and relying on the industry to price and spread risks more accurately than any government can do. But relying entirely on the private sector immediately does not look feasible. With



TRIA's expiration looming, insurers and reinsurers have not, as the administration expected, rushed to write new contracts for next year offering to fill gaps in terrorism cover.

布什政府对此表示反对。它将恐怖主义风险保险法案看作一项短期经济手段，并且认为私营部门应该担当起恐怖主义保险的风险。一项纯粹的依靠私营部门来解决的方案当然是最好的，这不仅会消除纳税人的负担，而且依靠整个行业将风险进行定价并将风险分散开会比政府做的要好的多，精确的多。但是现在立即完全依靠私营部门看起来并不可行。随着恐怖主义风险保险法案终止期的临近，保险商和再保险商没有像政府管理部门所想象的那样，迅速制定出新的保险合同来填补恐怖主义风险的缺口。

Why the hesitation? Unlike other risks, the threat of terrorism cannot be forecast in time or scope, making a mockery of insurers' underwriting models. A big chemical, biological or nuclear attack is a prospect few can price, or afford to cover. Insurers are already being threatened with downgrades by rating agencies for the terrorism cover they have sold.

为何他们踌躇犹豫而不去做呢？与其它风险不同，恐怖主义在时间和规模上很难预期，保险商现在的保险模型难以衡量。一个大型化学、生物或者核攻击的损失状况几乎无法定价，也几乎无人能承保得起。保险公司卖出的恐怖主义保单已经遭到评级机构的降级处理。

One reason is that insurance, far from being a free market, is already one of the most heavily regulated of industries. Operating in a highly distorted marketplace, with 50 state regulators, the insurance industry seems to be having trouble pricing the largest of terrorism risks in a way that is credible and can still offer insurers a profit. Letting TRIA expire, and abruptly withdrawing the government role in insuring the largest losses, would just exacerbate this problem.

一个原因是保险业并远非一个自由市场，而已经是一个被严加监管的行业。运行在一个高度扭曲的市场，而且还有 50 个州的监管者，保险业对恐怖主义风险很难以一种既可靠又有利润的方式来准确定价。如果让恐怖主义风险保险法案失效，并且让政府迅速从巨额损失保险中抽身，会使得问题更加恶化。

Any renewal of TRIA should, once again, be limited—to two years, say. Its extension must also shift more of the burden, and the business, to the private sector. If an extension is agreed, and TRIA's threshold for government intervention is raised substantially, work should begin now to find better longer-term solutions. One place to look is abroad, where governments have dealt with terrorism risk for years. In Britain, for instance, insurers have created a pool of capital that is backed by the government and, over time, shifts a greater share of risk on to the private sector. Other options to consider include tax changes that reduce the cost of holding capital by insurers and reinsurers, and facilitating the use of catastrophe bonds.

但是恐怖主义风险保险法案延长的期限需要限制在两年内。而且在延续期内也要将更多的保费负担和保险业务转移至私营部门。如果法案获得延续，恐怖主义风险保险法案的政府介入门槛必须有实质性地提高，而且现在就需要着手研究长期的解决方案。一种方法是着眼于海外，因为有些海外政府已经应对处理恐怖主义好多年了。例如，在英国，保险公司建立一个由政府担保的资金池，随着时间的推移，更大的风险就转移至了私营部门。其它值得考虑的方法包括改变税制 —— 使得保险公司和再保险公司持有资金的成本降低，以及提高灾难债券的利用效果。

With fewer regulatory distortions of insurance markets, a solely private solution may be attainable in the long run. In the current environment, though, the same government that regularly warns of terrorist threats must still have a role to play in a solution that safeguards America's financial security. It would be better to plan ahead than wait for a rushed, Katrina-style bail-out after a big attack. Amid all the uncertainties, one thing seems clear: any such bail-out would be more costly and lead to even greater market distortions without an extension of the Terrorism Risk Insurance Act today.

随着保险市场扭曲监管措施的减少，一个独立的私营部门解决方案在长期可以获得。但是，在当前环境下，市场警告恐怖行为会发生的政府在保证美国金融安全的解决方案中仍需要扮演一定角色。美国政府需要提前计划而不是等重大袭击发生了才忙于救火，就像卡特里娜飓风的救援模式。在所有的不确定因素中，又一个事情是确定的：事先没有准备的救火模式的成本会越来越大，而且在没有恐怖主义风险保险法案的延长的情况下甚至会导致更大的市场混乱。■ (译者：**rushor)**

City skyscrapers
伦敦金融城的摩天大厦

A tall storey 摩天大楼荒诞事

Nov 17th 2005 From The Economist print edition

London reaches for the stars—and prepares for the next property boom
在伦敦可以登上高楼摘星星了——下一波房地产繁荣即将到来

WHEN plans for the "Shard of Glass", near London Bridge, were unveiled in 2000, English Heritage condemned the tower as "Europe's tallest building and London's greatest folly". Since then, the disputes have come thick and fast. Only after a public enquiry did Renzo Piano's skyscraper win planning consent, at the end of 2003. The scheme is plagued by legal wrangles about its ownership. And, most emblematic of all, is the fuss over the four metres at the building's spire.

当 2000 年伦敦桥附近 " 玻璃碎片 " 的计划公诸于众的时候，英国遗产协会谴责这个塔是 " 欧洲最高的建筑，伦敦最大的蠢货 "。从那开始，对其争议声纷至沓来，不绝于耳。直到 2003 年底，在一场公共质询后，Renzo Piano 的摩天大厦计划赢得了许可。整个计划方案饱受其物权所有者的司法纠纷困扰。而且，最具争议的是，其塔顶高达四米的尖顶。



London and its Shard 伦敦和其 " 碎片 "

The Sellar Property Group, a backer of the 310 metre (1,016 feet) Shard, insists the pointy bits at the top serve as ventilation. Rubbish, say the people behind the rival 63-storey Bishopsgate Tower. Because they are a "mast", and thus not part of the building at all, the European title belongs to their own 307.25 metre "Helter-Skelter".

310 米（1016 英尺）高的 " 碎片 " 背后的建造者之一 Sellar 地产集团坚持认为：塔顶的尖端物是用作通风的。其竞争对手建造 63 层的 Bishopsgate 塔的人认为他们是胡说八道，因为这只是个 " 天线杆 "，甚至都不算是整个建筑的一部分，欧洲最高的建筑的称号应该属于他们集团 307.25 米高的 "Helter-Skelter"。

Such wrangles are everything in a city that is fast becoming recognised for its spectacular schemes to put up new towers. Since the last glass tile was stuck on Swiss Re's "Erotic Gherkin" in late 2003, at least six high-rise towers containing at least 375,000 square metres of office space have been proposed for the City—though, in a market distinctly lacking tenants, it is hard to say precisely when they will be built.

在一座被认为是将要摩天高楼鳞次而起的城市里，这些争吵变得很正常。自从 2003 年晚些时候最后的一块玻

璃瓦片贴上瑞士再保大厦“情色小黄瓜”之后，至少六幢包含至少 375 000 办公面积的超高层建筑提议在伦敦金融城建造——可是，由于伦敦的租房市场出奇地缺乏房客，这些大楼何时开始建造，要想精确地说出时间相当困难。

Proposals have come from all sides, including the two largest British property firms, Land Securities and British Land. If built, the Helter-Skelter will be 72.25 metres higher than One Canada Square in Canary Wharf and twice the height of the BT Telecom Tower. “Trophy architects” are thick on the ground—a novelty for staid London architecture. Lord Foster, Lord Rogers and Jean Nouvel, a French visionary, are busy. So is Rafael Vinoly, a Uruguayan finalist in New York's Ground Zero project.

投标意向来自四面八方，其中包括两家最大的英国房地产公司，Land Securities and British Land。如果建好的话，Helter-Skelter 将比在 Canary Wharf 的 One Canada Square 高出 72.25 米，而且是英国电信大楼高度的两倍。“设计新颖，时代尖端的设计师”满大街走——对于外观沉闷的伦敦建筑物来说，这可是个新鲜事。Foster 勋爵、Rogers 勋爵以及法国幻想家 Jean Nouvel 都非常忙碌。还包括纽约 Ground Zero 项目的最终竞标参与者——乌拉圭人 Rafael Vinoly。

Why the rush of high-rise extravagance? Partly because tenants will pay more for a boardroom with a view. But anxiety matters, too. The Corporation of London, the Square Mile's local authority, wants more tall buildings because it fears competition from rival financial districts—and not just Frankfurt and Paris. Canary Wharf in Docklands has poached several big banks from the City in the past decade. The Corporation is determined to prevent that from happening again. Although the demand for office space is not strong just now, it wants to be ready with a list of approved skyscrapers when the market eventually picks up. It has an ally in Ken Livingstone, London's mayor, who thinks tall buildings add to the capital's prestige.

为什么都要建造超级豪华的超高层建筑呢？部分原因是由于租赁客愿意付更多的钱来租一个有更好视野景观的会议室。但是，这和各方的竞争焦虑也大有关系。伦敦金融城的管理者。想要更多的高层建筑因为其害怕其它金融中心的竞争，不仅仅是法兰克福和巴黎。在过去的十年里，Docklands 的 Canary Wharf 已经从伦敦城抢走了几家大型银行。伦敦公司坚决要阻止此类事情再次发生。虽然现在对办公写字楼的要求不是那么大，但是要准备好一批获批的摩天大厦以应对市场再次复苏的需求。而且伦敦市长 Ken Livingstone 对此也颇为赞同，他认为高层建筑有利于增加首都的声望。

Yet, in streets once trod by Dick Whittington and his cat, all that history can get in the way. English Heritage is reluctant to lose listed buildings, conservation areas and views of St Paul's Cathedral. Hence the world-class architecture. It is easier to see off heritage groups if a listed building is replaced by a scheme from Lord Rogers.

然而，如果街道曾经被 Dick Whittington 和他的猫走过，所有的历史都会成为（开发商发财的）障碍。英国传统人士很难放弃保护名单上的建筑，保护的区域，以及圣保罗大教堂的景观。这些景观也孕育了世界级的建筑物。但是如果 Rogers 勋爵来建造的建筑代替一个保护名单上的建筑，会很容易打发那些传统保守团体离开的。

The conservationists are fighting back, saying tall buildings—however prestigious—will block views of St Paul's Cathedral and Westminster Abbey. Mr Livingstone has proposed adding 16 city vistas to the ten protected today. But conservationists complain that the listed views will be narrower. Adam Wilkinson, of SAVE Britain's Heritage, says: “The guidelines are cheeky really...[new plans] will alter their historic settings through sheer height.”

但是资源保护主义者会来反击，他们表示：高层建筑——无论多么有声望名誉——都会阻碍圣保罗大教堂和威斯敏斯特教堂的观景效果。伦敦市长 Livingstone 先生已经提议给现在受保护的 10 个城市景观增加到 16 个。但是资源保护主义者依然抱怨那些保护名单上的景观景象会被缩小。英国遗产保护者组织的 Adam Wilkinson 表示:“指导方针非常厚颜无耻 ...(新计划)会通过绝对的高度来改变这些建筑物所处的历史环境。

Another difficulty for the tower crowd is that many of their plans are so "iconic" as to be impractical. Swiss Re's Gherkin (designed by Lord Foster) has been slow to find tenants because its environmentally-friendly ventilation system and cigar-like outline produce an awkward shape.

对于高楼林立计划的另一个难度是他们的计划太"想象化"以至于有点不切实际。Foster 勋爵设计的 Swiss Re's Gherkin 很难找到租赁客，因为其环境友好型的通风系统和雪茄型的轮廓产生了一个非常难看的造型。

The mayor and the city authorities may be trying too hard. After losing ground to Canary Wharf by being conservative, central London is becoming ultra-modern in its architecture. If the towers aren't built, the area will suffer. If they aren't interesting, they won't win planning permission. But if the buildings become too interesting, they risk offending conservationists and deterring tenants.

市长和城市监管者可能会尽最大努力去促成前述计划。在由于保守而败给 Canary Wharf 一个回合后，伦敦市中心的建筑物开始变得异常现代化。如果摩天大楼不建，整个城区会受到重大影响。如果建筑物没有生趣，就不会得到建筑许可。但是如果建筑物变得非常前卫，那么可能会使得资源保护主义者反感，或者难以觅得租赁客。

Last month saw a new twist in the Helter-Skelter saga. The British Airports Authority and London City airport complained that the tower would endanger flight paths. The skyscraper may have to lose at least its top 20m. That would leave the Shard as the undisputed tallest tower in Europe—if it ever gets built.

上个月的 Helter-Skelter 故事又起波澜。英国机场监管者和伦敦城机场抱怨这个摩天建筑（Helter-Skelter）会增加飞行航线的危险。这样的话可能其必须降低至少 20 米的高度。这也就使得"碎片"会成为欧洲无可争辩的的最高建筑——即使 Helter-Skelter 已经建好。■ (译者：**rushor)**

Public views of abroad
公众眼里的国外观

Stop the world, we want to get off 世界停一停，我们要下车

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Americans are growing warier and gloomier
美国人愈发谨慎，愈发悲观

HAS the trauma of Iraq made Americans more isolationist? A new poll, released on November 17th, finds some evidence that it has. The Pew Research Centre periodically asks a sample of opinion leaders, and another sample of the general public, a barrage of questions about "America's place in the world". Their answers are getting gloomier.

伊拉克的创伤是否让美国人更加孤立？11 月 17 日发布的新调查中一些证据显示，确实如此。皮尤研究中心定期向一个舆论领导者样本及一个公众样本提出一系列"美国在世界中地位"的相关问题。他们的回答愈显悲观。

This is especially true of the elite. Asked whether America will succeed in establishing a stable democracy in Iraq, only 33% of journalists, 27% of academics and 13% of scientists and engineers thought it would. The general public were more optimistic—56% thought their country would eventually prevail. Among the elite, only military officers were cheerier, with 64% predicting victory.

精英阶层更是如此。问及美国能否成功在伊拉克建起稳定的民主政权，只有 33% 的记者、27% 的学者和 13% 的科学家工程师表示肯定。公众则较为乐观——56% 认为祖国最终能够取得胜利。而在精英阶层中，只有军官抱有更大希望，64% 预测美国获胜。



As for George Bush's calls for democracy in the wider Middle East, most Americans thought this was a good idea, but few thought it would succeed. The general public were divided: 22% thought it a bad idea, 36% a good idea that would probably fail, and 34% a good idea that would probably succeed. A large majority of the elite thought it a good idea that would probably fail, with the exception of military and religious leaders, who were more optimistic.

对于乔治 • 布什呼吁在中东地区建立民主，大部分美国人认为理念不错，但相信能够成功的却鲜有人在。公众意见分为两派：22% 认为想法欠妥，35% 认为想法很好但成功希望不大，35% 认为想法不错而且大有成功希望。精英阶层中绝大部分都认为想法不错，但是很可能失败，只有军官和宗教领袖例外，持乐观态度。

Two-thirds of Americans thought their country was less respected than in the past. The most popular explanation was the war in Iraq. A whopping 88% of the elite cited Iraq as one of the main factors driving anti-Americanism, as did 71% of the general public.

三分之二美国人认为国家受尊重程度不及从前。最有力的说法就是伊战。精英阶层中多达 88% 认为伊战是助燃反美国主义的主要原因之一，在公众中这一比例为 71%。

Presumably because of this, elite and regular Americans alike are feeling less gung-ho. All elite groups (apart from the armed forces, for which no data were available) were less likely than they were in 1993 to say that America should be the most assertive of leading nations. Among state and local government leaders, the proportion fell from 78% to 54%. And among the general public, the proportion who thought that America should "mind its own business internationally and let other countries get along the best they can on their own" rose from 30% in 2002 to 42% this year. This is comparable with the peaks of isolationist sentiment after the Vietnam war and after the cold war ended.

大约出于上述原因，美国精英阶层和普通民众雄心都有所消退。（除却不能获得调查数据的军队）所有精英人群都没有了 1993 年称美国应在所有主要国家中最为独断的激情。国家和地方政府领导人中，这一比例从 78% 下降至 54%；而在普通公众中，认为 " 美国在国际上应该独善其身，给其他国家最大的选择自由 " 的从 2002 年的 30% 上升到今年的 42%。这同越战及冷战后孤立情绪的顶峰不相上下。

Mr Bush can perhaps dismiss the defeatist mood of the elite. As Pew's researchers admit, the opinion leaders they interviewed were mostly Democrats. But the president cannot dismiss the public's growing desire not to have to deal with the sort of people who strap bombs to themselves and blow up wedding parties. Speaking at an air force base in Alaska this week, Mr Bush reiterated his view that America has no choice but to confront them. Islamic terrorists, he warned, seek "to break our will and blackmail our government into isolation". "That's not going to happen so long as I'm the President of the United States," he promised. But a dwindling number of Americans are behind him.

对精英阶层的泄气这样的现象，布什可能能够不屑一顾。皮尤中心研究人员承认，他们所采访的舆论领袖多为民主党人。但总统先生却不能否认，公众越来越不希望同那些在自己身上绑炸弹、炸掉别人婚礼的杀手打交道。本周在阿拉斯加某空军基地讲话时，布什重申了自己的观点：美国除了面对他们，别无选择。他警示，伊斯兰恐怖分子企图 " 摧毁我们的意志，讹诈我们的政府，让我们与世隔绝。"" 只要我还是美国总统，就决不允许这样的事情发生，" 他信誓旦旦地说。可是站在他身后的美国人，却与日递减。■ **(** 译者：**rhineyuan)**

Bagehot
白芝浩评论专栏

Archbishop Major 梅杰主教

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With the Anglican Communion on the verge of schism, can Rowan Williams learn anything from John Major?
圣公会分裂在即，罗万•威廉姆斯是否能从约翰•梅杰那里学到什么？

HAVING decided to hold what was instantly dubbed a "gay summit" of the Anglican Communion, the Archbishop of Canterbury, Rowan Williams, retreated "to reflect, to pray, to consult and to take counsel". Given that the organisation he now heads seems intent on tearing itself apart, his desire to get away from it all is understandable.

决定举行旋即被挂名圣公教"同性恋峰会"后，坎特伯雷大主教罗万•威廉姆斯只得作出让步，进行"反思，祈祷，磋商和交流"。鉴于现在舵下的教会一门心思内讧，他想彻底摆脱峰会，可以理解。

The parallels between what is happening to the church today and the drawn-out agony of the Conservative Party over Europe in the 1990s are both instructive and alarming. In each case, a substantial and well-organised minority decided that their views on a particular issue were so strongly held—the European single currency in one instance; homosexual clergy in the other—that group loyalty and obedience to properly constituted authority could be ignored. Dr Williams may be only a few months into the job, but he is already beginning to look like the Church of England's John Major: everyone's favourite whipping boy.

今日圣公会处境同上世纪90年代保守党在欧洲问题上所承受的旷久之苦，两者相似之处发人深省，也令人担忧。两者都具备数量相当而又组织严谨的少数派认为他们对某问题观点鲜明——一是欧洲统一货币，一是同性恋神职人员，可以无视教派忠诚，无需服从正当组织的权威。威廉姆斯博士上任不过数月之久，却已经露出了教会中约翰•梅杰的兆头：深受大家喜爱的出气筒。

That hasn't happened quite yet. Both sides of the argument still have hopes of him. Liberals who were overjoyed by Dr Williams's accession are convinced that his instincts are with them and that left to his own devices his attitude towards sexuality would be as inclusive as their own. There are echoes here of the rejoicing by Tory Europhiles when Mr Major early on in his premiership declared that his policy was to be at the heart of Europe. However, being left to his own devices is exactly what will not happen to Dr Williams.

目前还没这么严重。争论双方仍对他抱有希望。为威廉姆斯上台雀跃的自由主义人士坚信他性本自由，如果由能自己选择对性事的态度，他也能同样包容。这正好对应了梅杰初任首相，宣布政策将同欧洲保持默契时，亲欧盟派保守党的欢欣。然而，自己抉择这种事情根本不可能发生在威廉姆斯身上。

Socially conservative evangelicals distrust him, but they think he is frightened of them and can be bullied into appeasement. The shameful treatment of the openly homosexual (albeit celibate) Canon Jeffrey John suggests they might be right. Having supported his appointment as Suffragan Bishop of Reading, Dr Williams then persuaded him to resign in the name of church unity when the extent of the opposition to his appointment became apparent. Threats by evangelical churches to withhold their dues if Dr John was not forced to step down were taken seriously in Lambeth Palace. As a supporter of Dr John observed: "Rowan was taken aback by the size of his mailbag."

在社会问题上持保守态度的福音派人士对他不信任，但认为威廉姆斯畏惧他们，吓唬吓唬就能镇住。看看公

开承认自己是同志（虽然持独身主义）的杰弗雷·约翰教士所受的可耻待遇，就知道福音派不无道理。威廉姆斯博士先是支持约翰委任雷丁教区主教，而后，当反对该任命的声音无法压制，他又以教会团结之名劝其放弃。如约翰博士不能迫于压力下台，福音派教会就威胁停交会费，这在兰贝思宫可是当成了大事儿。正如约翰博士的一位支持者所言："罗万看见那么多邮件，就惊呆了。"

The conservatives have taken further comfort from Dr Williams's response to the latest twist in the crisis—last week's decision by the American Episcopal Church to confirm the election of Canon Gene Robinson, an active homosexual, as Bishop of New Hampshire. Dr Williams commented: "It will be vital to ensure that the concerns and needs of those across the Communion who are gravely concerned at this development can be heard, understood and taken into account." A couple of days later, Dr Williams announced, under pressure from evangelicals both at home and abroad, the convening in October of an extraordinary meeting of the Primates of the Anglican Communion to discuss the consequences of "recent developments".

上周，美国圣公会决定确认公开承认自己是同志的基恩·罗宾逊当选新罕布什尔主教，威廉姆斯博士对这一危机最近转折的回应更是让保守派吃了定心丸。威廉姆斯博士对此评论："很重要的一点是，我们要确保圣公会上下深切关注此事发展的人们，他们的顾虑和需要能够被听到，被理解，被考虑。"几天后，威廉姆斯博士宣布，迫于国内外福音派人士的压力，将于 10 月举行英格兰圣公教教长特别会议，讨论"近日事件发展"的影响。

A crown of thorns
荆棘冠冕

Perhaps Dr Williams has a clear idea of what he wants to achieve with this summit of the 38 Anglican primates. But he has admitted in the past to being not much good at strategy. According to those close to him, he seems to be hoping for a miraculous reassertion of the good manners and tolerance that have been the traditional hallmarks of Anglicanism. Fat chance. Too many people are spoiling for a fight.

这次英格兰 38 教长峰会上想要达成何种目标，可能威廉姆斯了然于胸。但是他曾经承认，自己并不善战略。据了解威廉姆斯的人士透露，他似乎希望曾为圣公教传统标志的礼貌和包容能够奇迹般重现。算了吧。多少人都求战心切呢。

Anglican Mainstream, a conservative pressure group that emerged from the campaign against Dr John, has been busily pumping up the indignation of evangelical primates from "the global south", such as the outspoken Archbishop of Nigeria, Peter Akinola, and the Archbishop of the West Indies, Drexel Gomez. They and the ambitious Archbishop of Sydney, Peter Jensen, argue that the American church should be declared to be in impaired or broken communion following Mr Robinson's appointment. There is also much talk of precipitating a "realignment" of the church if no action is taken against the Episcopalians, which many take to be a threat to remove the Church of England from its position of leadership within the Anglican Communion, or just plain schism.

在反对约翰博士的运动中，保守派压力集团"圣公宗主流"逐现雏形，一直以来忙于对来自"南半球国家"福音派教长的愤慨火上浇油，如直言不讳的尼日利亚主教彼得·阿奇诺拉，西印度群岛主教德雷克塞尔·戈麦斯。他们同雄心勃勃的悉尼主教彼得·延森一致认为，任命罗宾逊后，美国教会应被宣布受损或破裂。还有不少人谈论，如果不对美国圣公会成员采取任何措施，将促成"再结盟"，许多人将其视为圣公会内部企图推翻英格兰教会领导地位的威胁力量，不然也是不折不扣的分裂主义。

For their part, the liberals are no longer willing to be rolled over. In a sermon last Sunday, the Dean of Southwark, Colin Slee, said: "Moderate and open people are not good at organised lobby groups and funding, and that may be a good trait, but moderate people also need to recognise that there

is a sin called sloth." The liberals are determined that Dr Williams should use the two-day primates' meeting to confront what one describes as "the blackmail and coercion; the appalling interference in the work of independent provinces". They point out that if any English province intervened in Nigeria there would be hell to pay. Respect for cultural differences, they claim, should be a two-way street. Given that very nearly all the money that sustains the church in Africa and Asia comes from England and, above all, America, the liberals say that "realignment" is a bluff that Dr Williams should call.

而自由主义人士可不愿意吃亏。上周日布道中，萨瑟克大教堂主任牧师科林•斯利说："温和而开放的人们不擅长成立组织游说的团体和集资，可能这是种不错的品质，但是他们也需要意识到，有一种罪过叫懒惰。"自由人士决定，威廉姆斯博士应该利用为期两天的教长会议来同被有人描述为"讹诈胁迫，对独立教省工作的骇人干扰"进行对抗。他们指出，一旦英国省份干扰到尼日利亚，将导致严重后果。他们称对文化差异的尊重应该是一条双行道。鉴于亚非两洲教会维系所需的几乎所有资金都是来自英国和——最重要的来源国——美国，自由人士称威廉姆斯博士应带接受"再结盟"势力的挑战。

John Major became an object of contempt because of his dogged refusal to preside over the break-up of the Conservative Party. The same fate awaits Dr Williams. He will appear weak by seeking compromise and will disappoint and infuriate nearly everybody. But he may well be right to do so. Great institutions with long histories should try not to destroy themselves over transient issues, however important they may seem at the time or however keenly differences may be felt by individuals. After a while, the Tories realised that their obsession with Europe was not shared by the electorate. The same applies to the Anglican Church's current obsession with homosexuality. It is simply not something that most people in the pews care very much about, whether they live in Oxfordshire or Gambia. It will pass. Dr Williams can at least take some comfort from that.

当年保守党分裂，约翰•梅杰固执拒绝主持，成为众矢之的。同样的命运也在等待着威廉姆斯。如果寻求妥协，他就会显得软弱，会让几乎所有人失望愤怒。但是他这样做不无道理。能够长期存在的伟大团体都尽量不因暂时的问题而自寻毁灭，不管这样的问题当时看起来多么重要，也不管成员之间的意见多么大相径庭。没过多久，保守党就意识到虽然他们一心结盟欧洲，但却不为选民所赞同。圣公会目前的同性恋困扰也是如此。不管是牛津还是冈比亚的教徒，这根本不是他们特别关心的事儿。事情总会过去。既然如此，威廉姆斯博士至少能得到些许安慰吧。■（译者：**rhineyuan**）



附录：《经济学人》：“优秀中的优秀”

作者：崔莹

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英国杂志《大议题》主编约翰·伯德得知我要去采访《经济学人》（《The Economist》）的主编，要我一定把这样一句评价带给他们——优秀中的优秀。

《经济学人》在全球拥有 100 万份的销量，其中，美国的销量是每周 55 万，英国的销量是每周 15 万份。《经济学人》到底是怎样一份杂志，有如此的魅力？2006 年 8 月 22 日下午，我采访了《经济学人》第 16 任主编约翰·麦克列威特，试图找出其中的答案。

杂志的独立性一直没有变

约翰·麦克列威特任《经济学人》主编不到半年，但是之前，他已经在《经济学人》集团工作了 19 年，曾任《经济学人》美国版的主编。有记者评价，他很“迷人，很上相”。果不其然，约翰·麦克列威特不仅高大、帅气，而且思维缜密。

记者：你担任《经济学人》主编快半年了，与之前的工作相比，有哪些挑战？

约翰·麦克列威特：从 4 月 1 日到现在，5 个月左右。的确是很不一样的工作，之前，我主要负责《经济学人》美国版本，现在，不仅仅负责稿件在全世界的采写，编辑，还有很多管理方面的工作。工作更多了，但是如果你自己决定要做这件事，你就不能埋怨。

记者：那你现在还写稿么？

约翰·麦克列威特：是的，依然写稿，但是不太多。我要审阅所有的稿件，目前，我编辑的稿件比写的要多，但是我很希望能多写些稿件。

记者：你是英国本地人？

约翰·麦克列威特：是的，我出生于伦敦，但是在莱斯特附近的农村长大，然后在美国工作了很多年。

记者：你是牛津大学毕业的，学习的什么专业呢？

约翰·麦克列威特：我学的是历史，名字是“现代史”，主要是欧洲史，不是中国的历史。（笑……）

记者：和经济有点差距？

约翰·麦克列威特：上任主编比尔·艾默特是经济学家，他的上任鲁伯特·潘内特·雷也是经济学家，再上任安德鲁·奈特，不是……比尔和他的副主编克莱夫·克鲁克都是优秀的经济学家，但是两个人都离开了。我和现任副主编艾玛·邓肯都不是经济学家，但是我们有一个强大的经济学家团体。我过去经常报道经济，但是我绝不会说自己是经济学家。

记者：你在《经济学人》工作了将近 20 年，觉得整本杂志有变化吗？

约翰·麦克列威特：基本上是一样的。读者群没有变，杂志的独立性没有变。我们不会对任何人负责，这的确是很奢侈、很少见的事情。变化的是一些实际操作中的细节，《经济学人》更倾向于专业化，并且，在我在职的 19 年来，驻外记者越来越多。

记者：在中国，我们有个传统的说法，“新官上任三把火”，你认为你将给《经济学人》带来哪些变化？

约翰·麦克列威特：三把火？我不知道，一切都在进行着，我尽力去改变一些事情。

记者：带领杂志“进化”？

约翰·麦克列威特：所有杂志都是继承和调整的结果。我认为，我和前任主编的基本思想是一致的，杂志的立场不会改变。变化的是杂志的内容设置……但不会是特别大的变化。

不会以“英国视角”报道

《经济学人》并非新闻杂志，他们不会报道新闻，不会关注发生了什么，或者预测将来会发生什么，他们将一些相关的大大小小的事件联系起来，并分析解释，他们要做的就是——告诉大家，这是怎么一回事？《经济学人》试图在其他人看清楚这个问题之前给读者答案。

记者：《经济学人》的读者是怎样一个群体？

约翰·麦克列威特：基本上是有钱人，相对年轻，40 岁多点。他们是对全球经济感兴趣的人，想了解外面的世界的人，大部分是商人，但不全是。他们对外界发生的事情有比较全面的认识，他们认为了解外界发生的事情，对他们来说也很重要。

记者：也就是说，主要是社会“精英群体”，受过高等教育，精通英语？

约翰·麦克列威特：这样说也不全面，很多读者读《经济学人》，因为我们的风格。我们可以用很聪明的一句话让一个人笑，同样，这句话也会让其他两万多读者笑，并认为“很聪明！”但是那样，会失去其他的读者。所以我们尽量让语言简练、清楚，吸引更多的读者。

记者：《经济学人》对政治、经济报道持怎样的态度和立场？

约翰·麦克列威特：我们一直主张自由，《经济学人》的创办就是为了推动自由贸易，我们也主张自由开明的政治，只是主张温和的自由主义。我们反对奴隶制，呼吁刑罚改革，反对死刑……我们一直保持这样的传统，也因此遇到不少麻烦。比如在美国，我们同意共和党的经济政策、民主党的文化政策，在英国，实际上有一个自由党，但是我们不认为他们真的“自由”……无论在哪里，我们都不会和任何党派站在一起。

记者：我了解到，《经济学人》在美国的销量占到全部销量的一半。

约翰·麦克列威特：对，这很正常。一是我们的读者在逐渐增多，二是对外界感兴趣的美国人越来越多，美国人喜欢阅读《经济学人》中关于美国的报道。我们的报道常常带有批判精神，可以引起读者共鸣。

记者：但是，有读者反映，《经济学人》是很“英国化”的杂志，很多文章带有明显的“英国视角”？

约翰·麦克列威特：我认为是一种“英国语言风格”。我曾经收到读者来信，问“你们为什么用板球（英国传统的国民运动）做比喻？”这很公正，我应该给这个读者回信……但是如果说是英国人的视角，那根本不对。我们从来不会站在英国人的立场上写任何文章。

记者：是因为英国和美国文化上的差异吗？

约翰·麦克列威特：语言是最主要的。我们有可能会出些差错，比如用“板球”这样的英国式的比喻，但是，总体来说，英国和美国的语言是接近的，文化是相通的，这有利于杂志的销售。如果是法国杂志，在美国的销售肯定不会乐观，法国人对美国人的苛刻是出了名的，即使没有语言的障碍，法国杂志也很难被美国市场接受。尽管英国一直被认为是美国的联盟，我们还是会对美国进行批评。

杂志用观点做封面

《经济学人》以社评（leader）做封面、不署名为特点。以观点做封面，立场鲜明，爱憎分明；不署名，作者就不会担心自己文章的质量，而更担心整本杂志的质量。因为作者的声誉由杂志的声誉决定。

记者：封面报道是如何决定的呢？有什么样的原则吗？

约翰·麦克列威特：我们在这个方面很奇特，我们用我们的观点做封面，而不像其他媒体，把自己的观点融在报道之中。我们的立场非常鲜明。我们通常先讨论报道什么样的观点，然后我们再去找合适的封面。另外一些新闻杂志，比如《时代》和《新闻周刊》等，他们更在乎报道涉及哪些重要内容，他们花很多的时间研究别的杂志将报道什么。而我们关注的是观点，然后，我们找封面去配合这个观点。

记者：封面会变化吗？比如报道突发事件？

约翰·麦克列威特：会变化，直到周四的早上。上一期被撤换的封面是关于恐怖组织领导人扎卡维的，那期封面本打算做“肮脏的天空”，关于航线的安全的，但是那天早上报道，扎卡维死于空袭，所以我们就换他做封面。“和强大的俄罗斯在一起”的封面应该被换成关于以色列的封面，我们还应当做一期“迷失在中东”，做一期关于英国的恐怖活动……恐怖活动，扎卡维死于空袭，以色列的战争，同时发生的时候，不得不选择。

记者：如何选择呢？

约翰·麦克列威特：实际上，人们读《经济学人》读的是《经济学人》的观点和分析，仅仅报道一则新闻的话，没有多大价值。

记者：除非特别大的事情。

约翰·麦克列威特：如果是乔治·布什、托尼·布莱尔突然遇害，或者卷入什么丑闻，我们肯定会抢这个新闻点。

记者：是不是有个很大的“智囊团”策划封面报道？

约翰·麦克列威特：其实，负责封面报道的人员每周都不一样。我们选好观点，然后组织封面报道。我们没有固定的封面报道的写手。封面设计人员当然是固定的。通常在周五，或者周日，他们会根据“观点”将下一期的封面设计出来。

文章坚持不署名

记者：《经济学人》中的文章都不署名，是一个人的作品，还是一个团体的作品？

约翰·麦克列威特：我们倾向于作者独立完成文章。但是和其他新闻杂志不同的是，比如，如果你在中国为我们写文章，关于中国农村的贫困现象，即使你是个新手，你也可以写。我们会对文章进行编辑，并且，没有理由，你的文章就不可以做封面。我知道其他一些杂志，比如《时代》和《新闻周刊》，据我的理解，他们有写手，有负责采访的，采访人员将材料收集好，提供给写手，写手完成文章。我们没有某些人采访、某些人创作这样的政策。我们的原则是，约某人完成某篇稿子，我们来编辑。我们编辑的程度有时候很重，但是基于原稿的。

记者：不署名，很难判断文章的出处？

约翰·麦克列威特：很多人认为，我们不署名，所有的文章都是集体创作的结果。答案当然是否定的。但匿名意味着我们有对稿件进行编辑的权利。

记者：如果是名人为《经济学人》写文章呢？比如英国首相托尼·布莱尔？可以署名吗？

约翰·麦克列威特：不会。但是过去我们曾经为名人的文章署名，直到两年前。我们实际上在之前尝试了5年，但是效果不好 ：第一，名人不一定是好作者，第二，我们想借名人的观点引起读者歧意，然后我们可以和读者辩论，看起来是一种和读者互动的报道方式，但一直没有开展起来。于是，我们停下来——不是我的决定，是我的前任主编的决定。

没有直接的竞争对手

前任主编比尔·艾默特在职的13年间，将《经济学人》的销量提升到100万，有报道称，约翰·麦克列威特计划将杂志的销量提升到200万，约翰·麦克列威特回应，“如果认为《经济学人》的销量会在将来的10年里，顺其自然地增长到200万，这是错误的，但是每周销量200万，绝对是我努力的目标。”方向已经有了，约翰·麦克列威特的任务是掌好舵。

记者：你们为什么不办《经济学人》当地语言的版本？

约翰·麦克列威特：我们有可能会办，也许会从中国开始。我觉得这个版本应该是《经济学人》英文版的翻译，而并非内容完全改变。我们的成功就在于杂志是全球化的杂志，我们的报道是世界化的视角，无论你是中国人、韩国人……《经济学人》提供给你的是世界的观点。可能，对于当地语言的《经济学人》，我们会考虑设计不同的封面，调整报道的顺序——比如在中国，关于中国的报道放前面，其余就不变化了。

记者：这是你的工作计划吗？

约翰·麦克列威特：目前的计划是坚持现有的状态，因为《经济学人》仍然是正在发展中的以英文为主的杂志。如果，杂志停止增长，或者遭遇严重的障碍，我们会考虑出当地语言的版本，中国应该是最理想的尝试地点——我们办刊理念不会改变，办给精英群体，世界化的观点。

记者：《经济学人》的网站情况如何？

约翰·麦克列威特：我们正计划重新设计网站，就是最近的两个月，我们将扩大报道的范围，明年，网站的内容每日更新，读者每天都可以读到不同的新闻。

记者：是免费的吗？

约翰·麦克列威特：大部分免费，但是杂志里的内容不会涉及很多，会有部分样章，如果你花不少钱买《经济学人》，结果发现网上的内容和杂志的内容一样，并且全免费，那你不会高兴的。

记者：《经济学人》有一半的股份归《金融时报》所有，你们经常合作吗？

约翰·麦克列威特：《经济学人》一半的股份由私人股东控股，另一半由《金融时报》拥有。《经济学人》和《金融时报》彼此是友好的竞争关系。从运作来看，我们会聘用他们的记者，他们也会聘用我们的记者。我们最优秀的一个记者马丁，离开《经济学人》，加入了《金融时报》，该死！但是优秀的《金融时报》的记者也会加入到我们的团队。

记者：双方的竞争针锋相对？

约翰·麦克列威特：我们是竞争对手，但是他们是报纸，我们是杂志，他们拥有我们的一半股份，但是控制不了我们。

记者：《经济学人》其他的竞争对手呢？比如《新闻周刊》？

约翰·麦克列威特：是的，实际上，并没有其他杂志和我们做完全一样的事情，同理，如果你是《泰晤士报》，你会担心《每日电讯报》；如果你是《时代》杂志，你会担心《新闻周刊》。我们的竞争对手很广泛，有些内容和《时代》、《新闻周刊》竞争，有些内容和美国的《旗帜周刊》、《新共和》和《纽约客》竞争。《时代》和《新闻周刊》是新闻杂志，对商业涉及不多，我们和他们的竞争主要是发行量。我们和《财富》、《福布斯》和《商业周刊》的竞争主要是广告，如果你去华盛顿，会发现，我们的竞争对手是《旗帜周刊》和《新共和》，因为都是那周的新闻。在伦敦，我们的竞争对手是《新政治家》和《旁观者》。这就是我们的处境。我们不幸运，没有直接的竞争对手。有一件很糟糕的事情——我说我们的竞争对手是时间，有记者误解成了《时代》杂志，有很多的杂志，很多的选择，我们要争取的就是你的时间。你下班回家，我们竞争你看电视的时间、上网的时间、和家人在一起的时间、和朋友相处的时间……那是我们真正的竞争者，我认为。

记者：《经济学人》的品牌是如何推进的呢？尽管已经很著名了。

约翰·麦克列威特：我们目前唯一在做的是，调整了《经济学人》在英国的广告牌设计，这个方案由市场部门的人提出，得到我的允许后进行。《经济学人》在全球的广告形象趋于一致。

中国是不可忽视的报道重点

《经济学人》前任主编比尔·艾默特是亚洲经济专家，他本人更对日本、中国经济有着浓厚的兴趣，约翰·麦克列威特则是“美国通”。为抓紧“补课”，4 周后，约翰·麦克列威特直赴《经济学人》北京编辑部。

记者：你在任后，关于中国的报道多吗？

约翰·麦克列威特：的确计划了两个关于中国的封面报道，但是一直没有出版，因为中东战争，前 5 周有 4 个封面都是关于中东的。

记者：那是关于什么的呢？

约翰·麦克列威特：其中一个是关于中国企业在南非的扩张，中国企业集团在南非收购公司、购买资源……文章是关于如何看待这种现象，及应采取什么样的对策等。

记者：如果报道关于中国的经济新闻，是怎样的程序？

约翰·麦克列威特：主要通过我们北京的编辑部。我们在北京、香港设有编辑部。因为比较复杂的原因，我们没有在上海设编辑部，但是早晚我们会在上海设编辑部的。

记者：《经济学人》还经常围绕某个话题做很多调查研究？比如关于中国经济某个方面的问题。

约翰·麦克列威特：希望他们多做研究。我们有负责亚洲板块的编辑，经常和驻中国的记者詹姆斯·米尔斯商量……和上任主编相比，亚洲经济是我的弱项，4 周后，我将去北京，《经济学人》是面向全世界的杂志，中国更是不可忽视的报道重点。

记者：你对中国经济和印度经济是怎样看待的？



约翰·麦克列威特：我认为，中国做得更好。事实是，两个国家的经济发展速度都快得惊人，我们有一篇关于印度经济的报道，照这样的发展速度，印度应该会有更多的钱用于教育，国家逐步强大……中国也是，中国经济发展速度疯涨，但是同时产生了很多问题，比如对生态环境的破坏、规划设置不合理等。

记者：中国政府应该是能够意识到这些问题的。

约翰·麦克列威特：你说得对。但是目前，中国政府可以把问题处理得很好。无论怎么样，中国把几亿人带出了贫困，给了他们新的生活，是很大的成就，也是个奇迹。

记者：《经济学人》在中国的销量有多少？

约翰·麦克列威特：不多。

记者：《经济学人》曾经组织了不少会议？

约翰·麦克列威特：组织过关于"欧洲冒险资本"、"能源产业"等会议，但是和《经济学人》的采编是两回事。

记者：很多人猜测《经济学人》编采人员庞大，是这样吗？

约翰·麦克列威特：并不是这样，我们全球总共有七八十人，并不多。其他一些杂志有 200 多人。

记者：《经济学人》的收入不错。

约翰·麦克列威特：谁说的啊？我们应该支付更多。

记者：因为大家都干"匿名"工作？

约翰·麦克列威特：是啊，没有名字，工作多，不过，总体来说，我们的收入还不错……（笑）

背景链接：

与众不同的《经济学人》

一听"经济学"三个字，很多人就退避三舍，其实不然，《经济学人》中的大多数文章写得机智，幽默，有力度。即使光翻看杂志里的插图，也会发现，这是本带着英国式的幽默，但又处处用事实说话，比如曲线图，比如表格……严肃又不失诙谐的时事经济杂志。

《经济学人》以鲜明的观点，置疑的眼光，深度的调查分析，独立和全球化的视角，博得了全球超过 100 万读者的信任。

163 年前，《经济学人》创始人——来自苏格兰做帽子的手艺人詹姆士·威尔逊，一定也会为《经济学人》的今天感到欣慰。他创办《经济学人》的目的是加强当时的自由贸易，一直到今天，《经济学人》始终坚持着经济自由主义、政府不干涉主义、平等竞争主义，始终用批判的眼光审视时事，关注自由和个体的权利。

真正使《经济学人》发扬光大的是杂志的第三任主编、威尔逊的女婿沃尔特·白居特（1861-1877），他使杂志的触角向政治问题延伸。如今，《经济学人》的文章不仅涉及时事、商业、金融和经济，还涉及到科学，技术和艺术。无论主题是什么，经济学家的独立、坦率、简练和尊重事实的品质使其与众不同。

《经济学人》刊题的白色字体和鲜红的底色，秉承了杂志创始人詹姆士·威尔逊一贯倡导的朴实无华的作风。《经济学人》中的文章干练、精简、诙谐，杂志中所有文章都不署名，主编认为，"写出来的文章，比出自谁的手笔更重要。"

《经济学人》读者定位为高收入、富有独立见解和批判精神的社会精英。杂志认为自己的读者都受过高等教育，因此对很多经济名词、专业术语，从不屑于做解释，比如"看不见的手"、"微经济理论"，有时候，大段地引用"法文"，使用拉丁语，也不翻译。

《经济学人》坚守超党派的立场，不怕得罪大人物，比如，近期出版的杂志中，封面标题是"托尼·布莱尔的末日"，"布什做对的唯一一件事"，用蒙着眼睛的公鸡代表法国的将来……

《经济学人》一直立场坚定，爱憎分明，支持同性恋婚姻，支持合法的"卖淫"，支持土耳其加入欧盟，支持免费的教育，支持私营组织探测宇宙的计划，倡议美国加强对枪支的管理，反对死刑，反对一周工作 35 小时，反对英国规定工资的最低标准，反对任何场合条件下，对个体精神或者肉体上进行折磨……

《经济学人》还以发明巨无霸指数而闻名，他们通过比较麦当劳在各国的快餐店销售巨无霸的价格来比较国与国之间的购买力平价。这个指数不仅有趣，而且证明是十分准确的计算购买力平价的方法。2006 年 5 月，《经济学人》纪念巨无霸指数创立 20 年，并指出美国不少政客不时滥用巨无霸指数。

2006 年 3 月，49 岁的比尔·艾默特辞职，43 岁的约翰·麦克列威特接过"方向盘"，任《经济学人》的第十六任主编。（作者为 FT 中文网特约撰稿人）